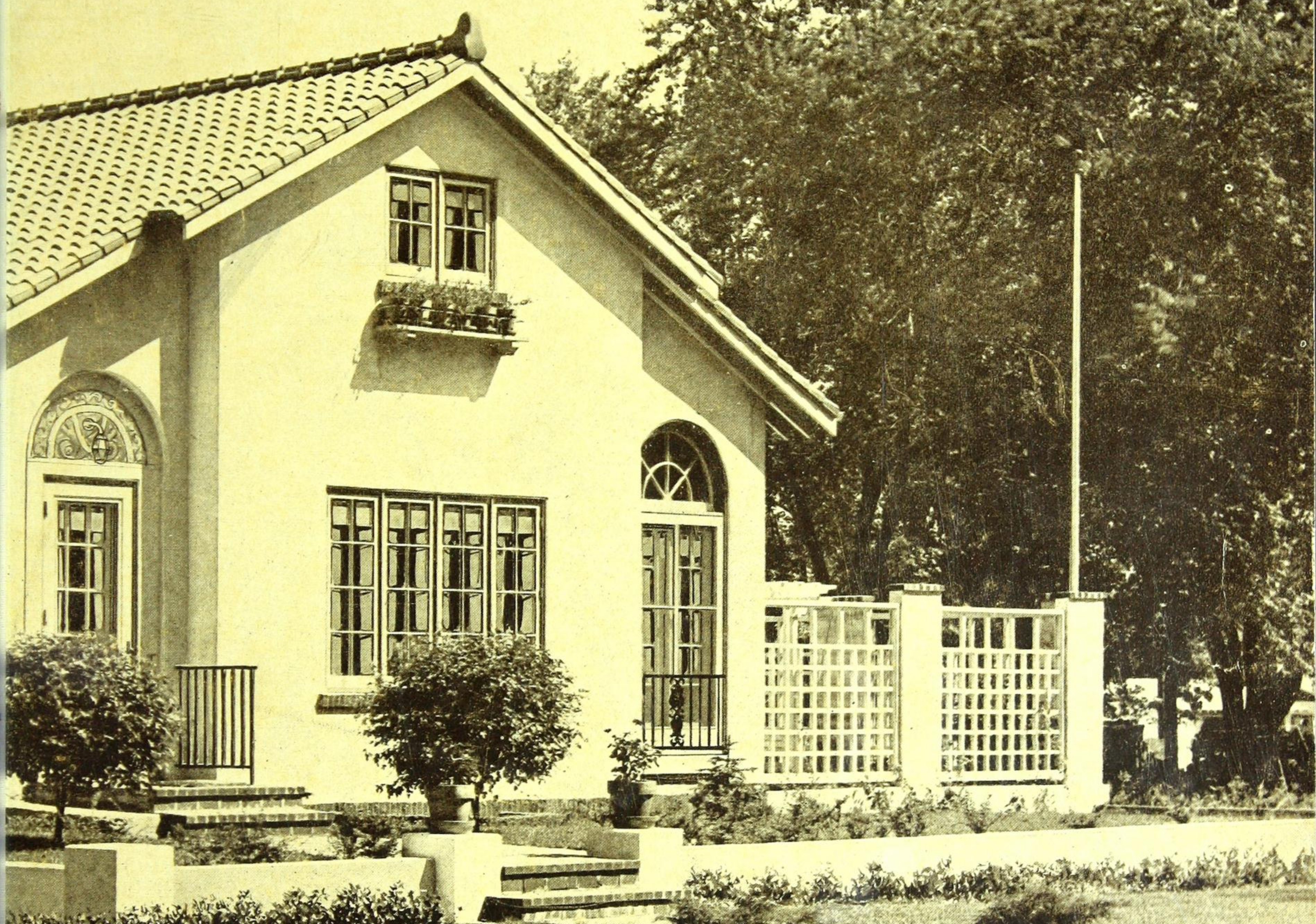


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HOLLOW TILE FOR THE HOME

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PUBLISHED UNDER
DIRECTION OF
THE HOLLOW BUILDING
ASSOCIATION
CONWAY BUILDING
CHICAGO



CCA

SERIAL NO. 3
REVISED JANUARY, 1925



"Maintaining a high percentage of individual home owners is one of the searching tests that now challenge the people of the United States. The present large proportion of families that own their homes is both the foundation of a good sound economic and social system and a guarantee that our society will continue to develop rationally as changing conditions demand."

HERBERT HOOVER
Secretary Department of Commerce

Hewn Logs the First Logical Building Material

WHEN our forefathers came to the eastern shores of our country some 300 years ago they discovered a land that was richly endowed with a wonderful growth of trees. Those who landed in Virginia found what seemed a veritable paradise and a land of inexhaustible fertility. Those that landed on the rock-bound coast of New England came face to face with a magnificent covering of trees, beautiful, tall stately pine and hardwood trees, on every side.

As the tide of humanity flowed toward the setting sun, they were even more surprised and predicted that never could that seemingly inexhaustible supply of timber be cut away. And the work of settling down and building up communities straightway began. Homes, churches, stores, schools; all the necessary dwellings of civilization were constructed.

By clearing a space necessary for a home or church, the material was lying on the ground, ready to be hewed, sawed and lifted into place. The apprentice of the American carpenter was born with the Republic. His start was natural and the present day carpenter contractor is a direct descendant of the days of big trees.

Following the natural tendencies of their forefathers, the builders of the growing nation used wood exclusively. As small communities developed into villages and villages into towns and cities, lumber was the chief material. From the rough hewn logs of the cabins, a marked development was made. The huge trees were sawed up, the bark was removed, boards were made and used in construction, but it was always wood and always used with the fixed idea that the supply was cheap and inexhaustible. The apprentices developed into journeymen, the journeymen into carpenters and the carpenters into contractors, with one material always in mind—the big apparently never-ending supply of lumber.

It is no wonder, then, that the contractor of today thinks first of lumber for home construction. It is not because he thinks it is cheaper or better. He knows it is not. It is because he has always used lumber and because he believes it is easiest for him to use. The hammer and saw are his only tools. He was raised using them as was his father and his father's father. Lumber is his only material and the contractor who today recommends it, is plainly advertising the fact that he has not progressed with modern times. The trowel and chisel have supplemented the hammer and saw.

Burned clay products are today taking the place of the rapidly disappearing lumber supply.

BURNED CLAY IS PERMANENT

As the remarkable forest growth served our forefathers with an abundant supply of building

material, so does nature now supply mankind with the product to manufacture a building material that compares with lumber only in price and far exceeds it in every way in desirable qualities. Man is quick to adopt a betterment in the question of housing and protecting his family, and when it was discovered that the vast inexhaustible clay beds supplied by nature furnished him with a better, stronger, permanent building material, the saw and hammer were laid aside and his ingenuity was brought to bear on the manufacture of machinery which would change the raw clay to a finished product suitable to use in the erection of homes, churches, schools, stores and other buildings.

Burned clay products have come into general use and universally adopted solely because of merit. Crude as were the ancient homes of early mankind built of sun-dried, hand-shaped clay units, they withstood the deteriorating effects of the elements as permanent symbols of the durability of burned clay. With the advent of modern manufacturing methods, clay units progressed in quality and merit. Scientific research and intensive study brought out fact after fact as to the durability of burned clay, and years ago was offered to the building public as the material that was absolute proof against fire, moisture and decay.

But the scientific mind of man never ceases to work, and progress was made where perfection was thought to exist. Having proved beyond all doubt that burned clay was the best material in the erection of all forms of buildings, work was conducted on the shapes of the clay to obtain the utmost from nature's contribution.

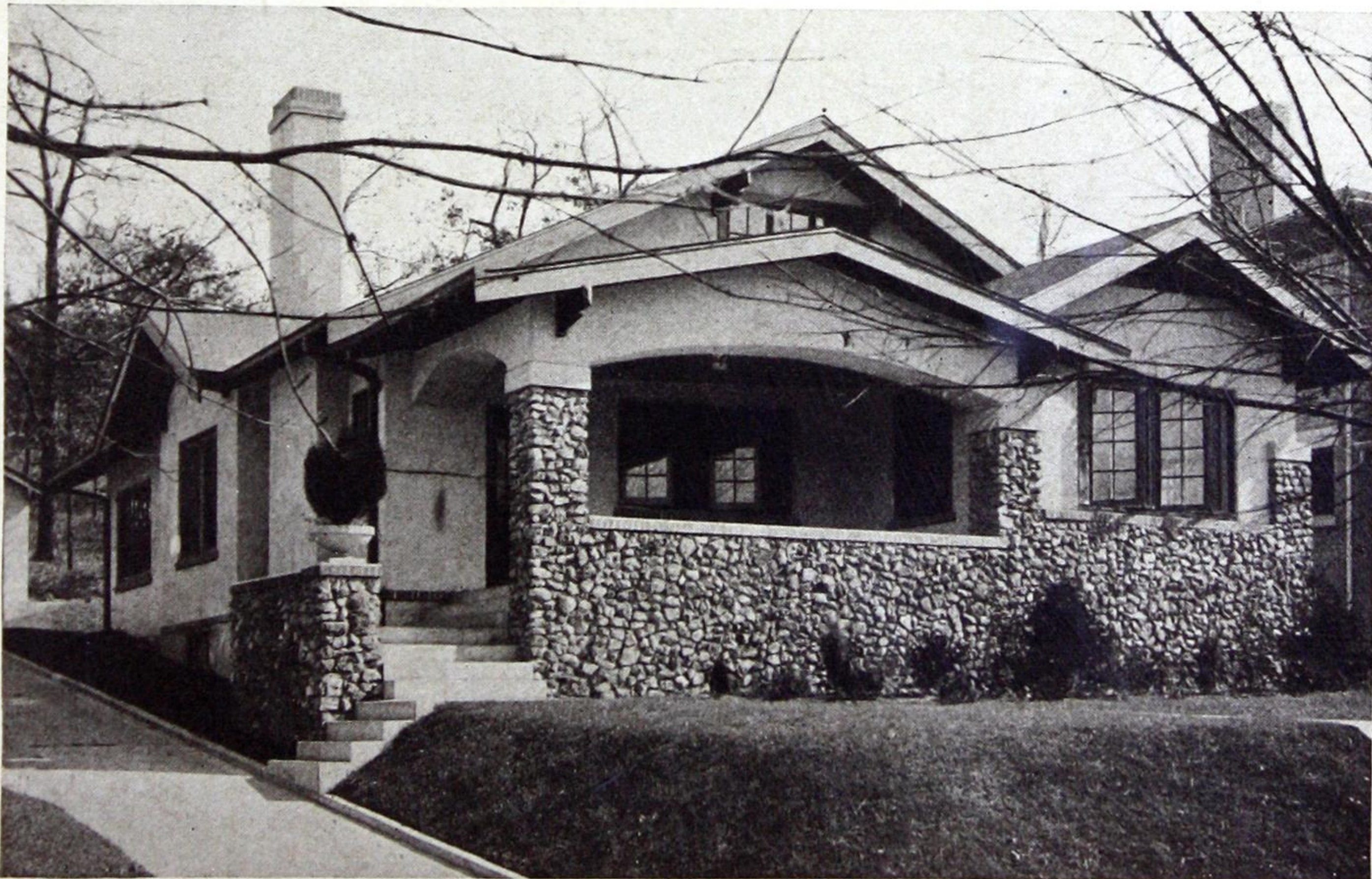
In an effort to add additional qualities to those already existing in burned clay products, special shapes were tried and, after extensive and costly experimentation, a hollow unit was devised, a unit of burned clay that retained the original qualities of fire resistivity, strength and permanence yet adding such outstanding advantages as lightness in weight, superior insulation and economy in use. These superior advantages spoke for themselves and this unit rapidly gained such universal recognition and popularity solely on its merit so that it is today recognized by leading builders as the most economical form of permanent construction. Such is the earned reputation of Hollow Building Tile.

What is Hollow Building Tile

BRIEFLY, hollow building tile may be described as a hard burned clay product, made in various sizes, and having one or more voids running longitudinally through it. It is made of surface clay, fire clay or shale, which is finely ground, mixed with water into a plastic mass and forced through dies. The pieces are thoroughly dried and then burned in specially designed kilns at a very high temperature of about 2,000 degrees. It is this extremely high burning temperature that gives hollow tile such an enormous fire resisting property and paved the way for its first use, as a fireproofing material for steel beams.

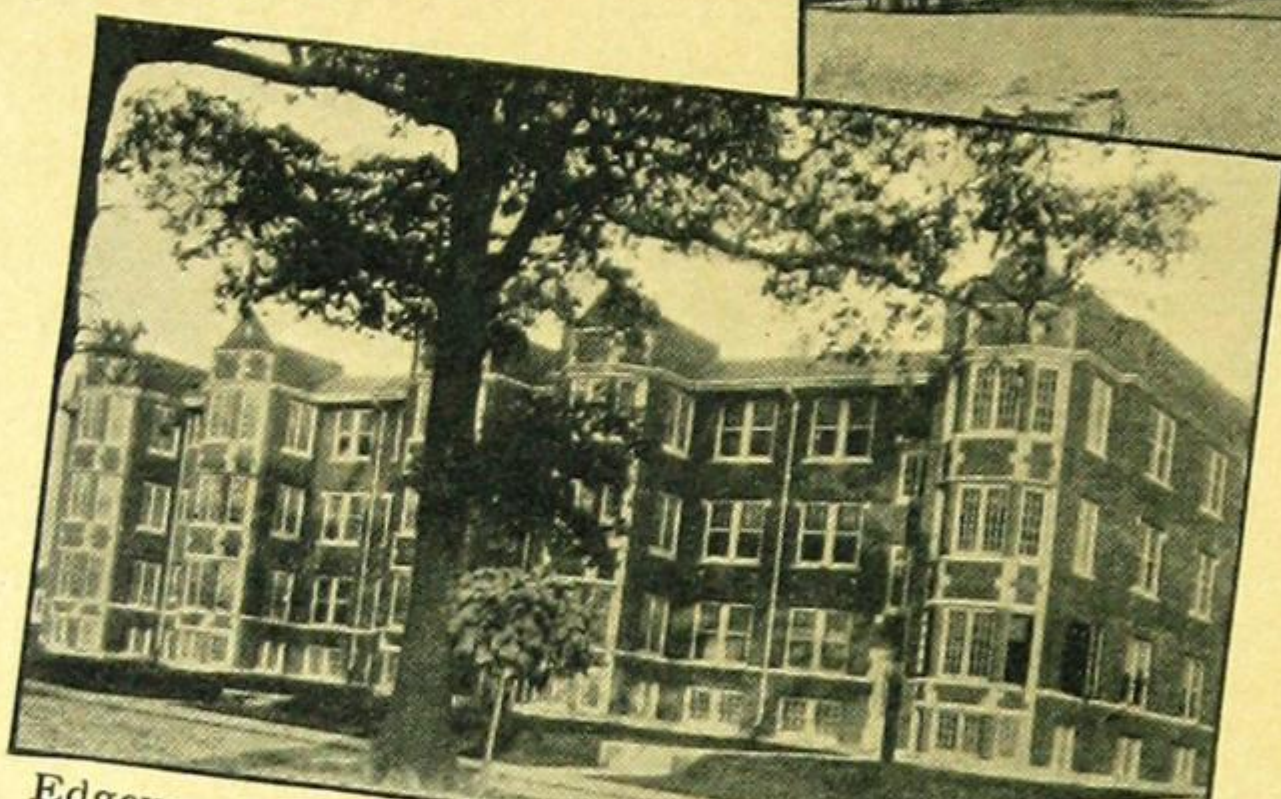
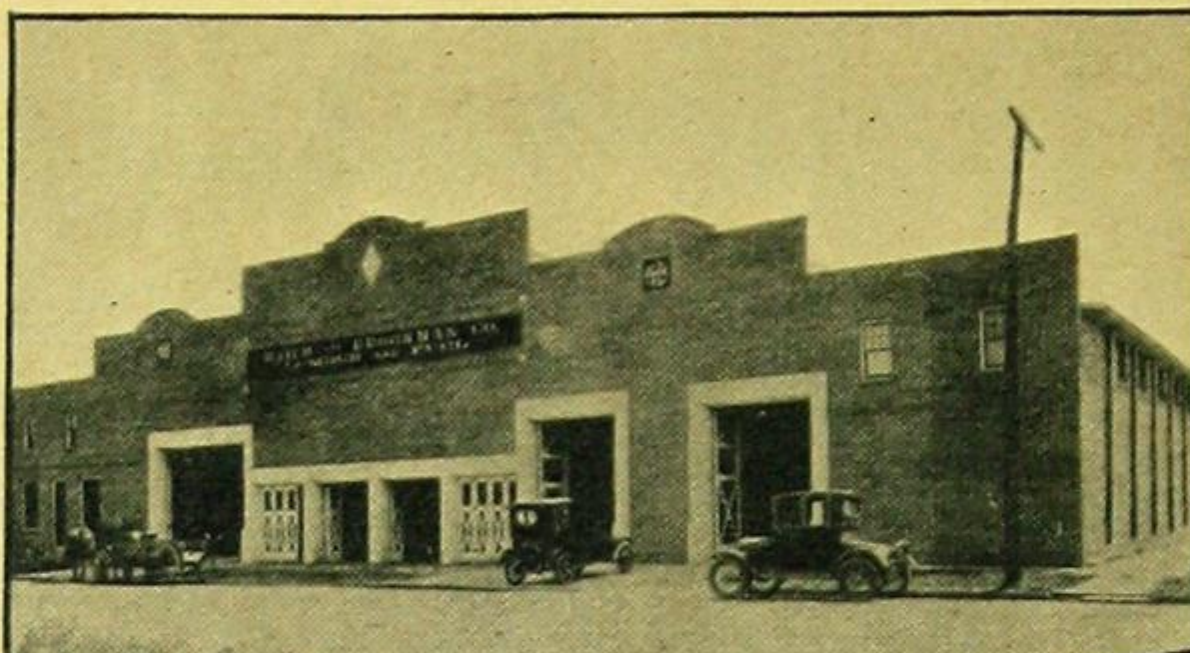
When the natural growth of the country forced our commercial buildings to soar upward in height it became apparent that solid masonry walls were limited to a certain height and steel skeleton construction came into use, it was found that the steel beams needed a fireproof covering as they were unable to sustain their own weight in a fire which generated a temperature of 1,000 degrees. Various materials were tried, but some melted and other disintegrated at this very ordinary temperature. The material needed must be light in weight as well as fireproof and after much investigating and experimenting, special shapes of hollow tile were utilized in this capacity. So successfully has tile performed its duty in this capacity that it is not only being universally used as a fireproofing material in all forms of construction, but has come into general use as a building material due to its many additional qualities which makes it ideal.

It was found that this material would not only withstand the ravages of fire, but the ravages of time as well, for no climatic conditions affect it and it was also impervious to moisture; would not shrink, sag, bulge, disintegrate or decay, and the cellular construction, originally so designed as to eliminate unnecessary weight, formed an ideal insulation to the passage of heat while the tile have more than sufficient load-bearing strength. What more could be desired in a building material. It was these qualities that paved the way for the rapid rise of this material that advanced in a short space of time from a covering for steel beams to a material now universally used in the construction of all buildings ranging from the lowly tool shed on the farm to the towering skyscrapers of the metropolis, where in each case it so successfully fulfilled every requirement that it is today known as the most economical form of permanent construction.

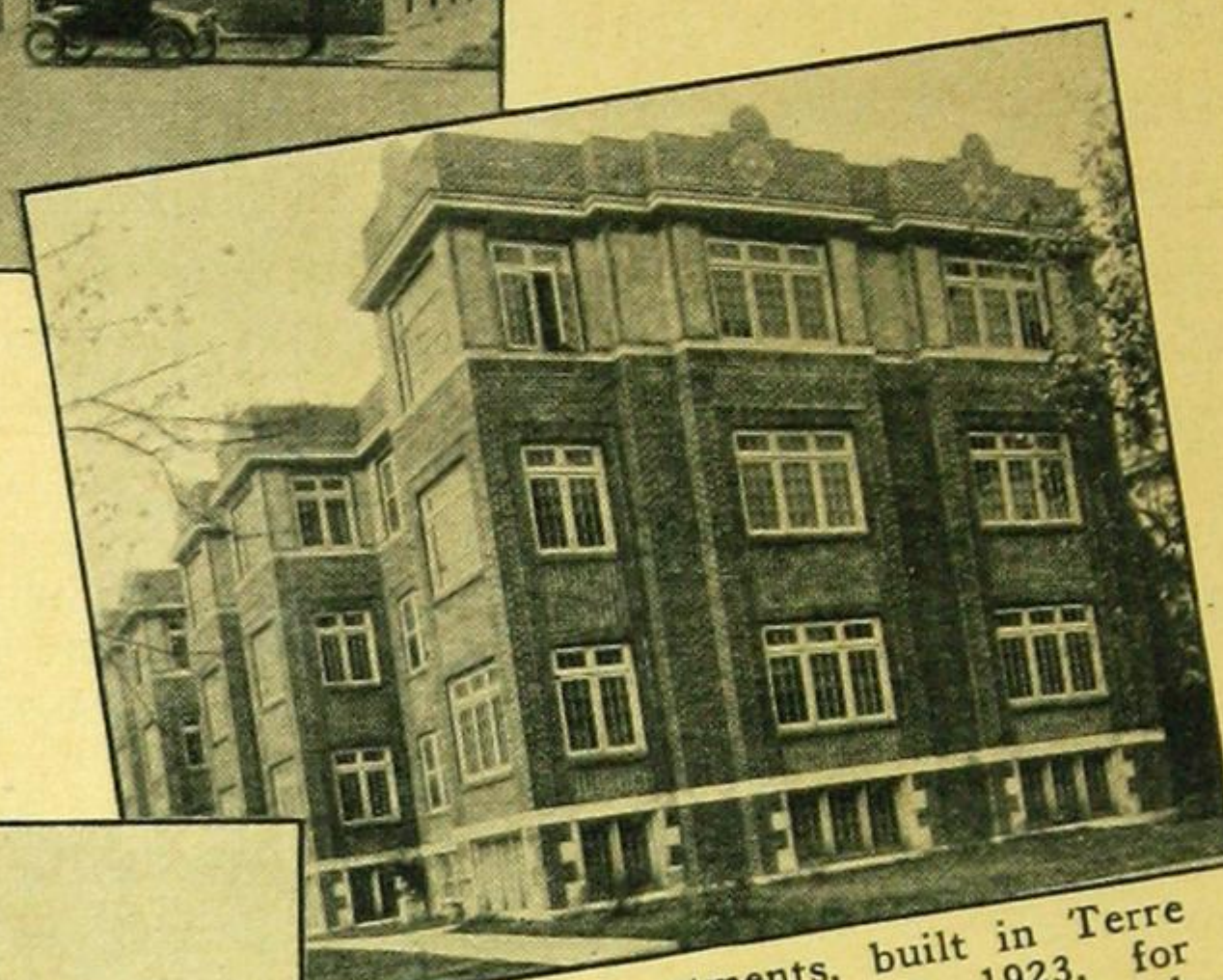


Monotony is eliminated by the artistic use of field stone in this hollow tile home, owned and designed by J. E. Salie of Birmingham, Alabama. It was built in 1923 for \$8,000.

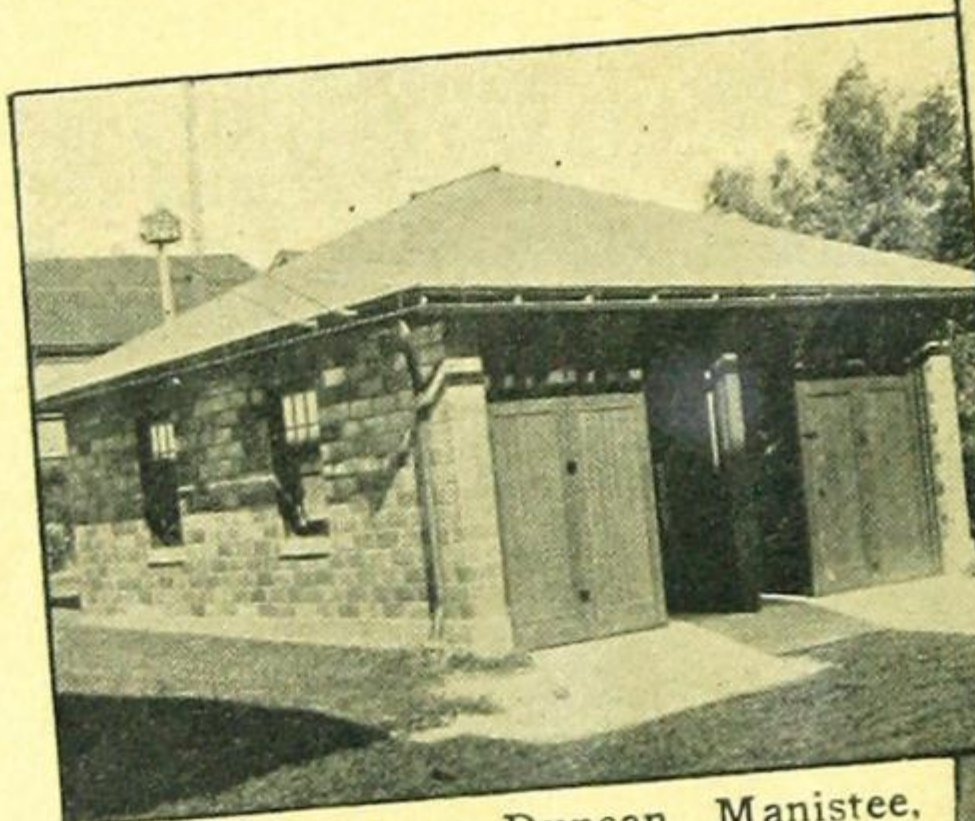
Shed of Hatch and
Brookman of Cedar
Rapids, Iowa.



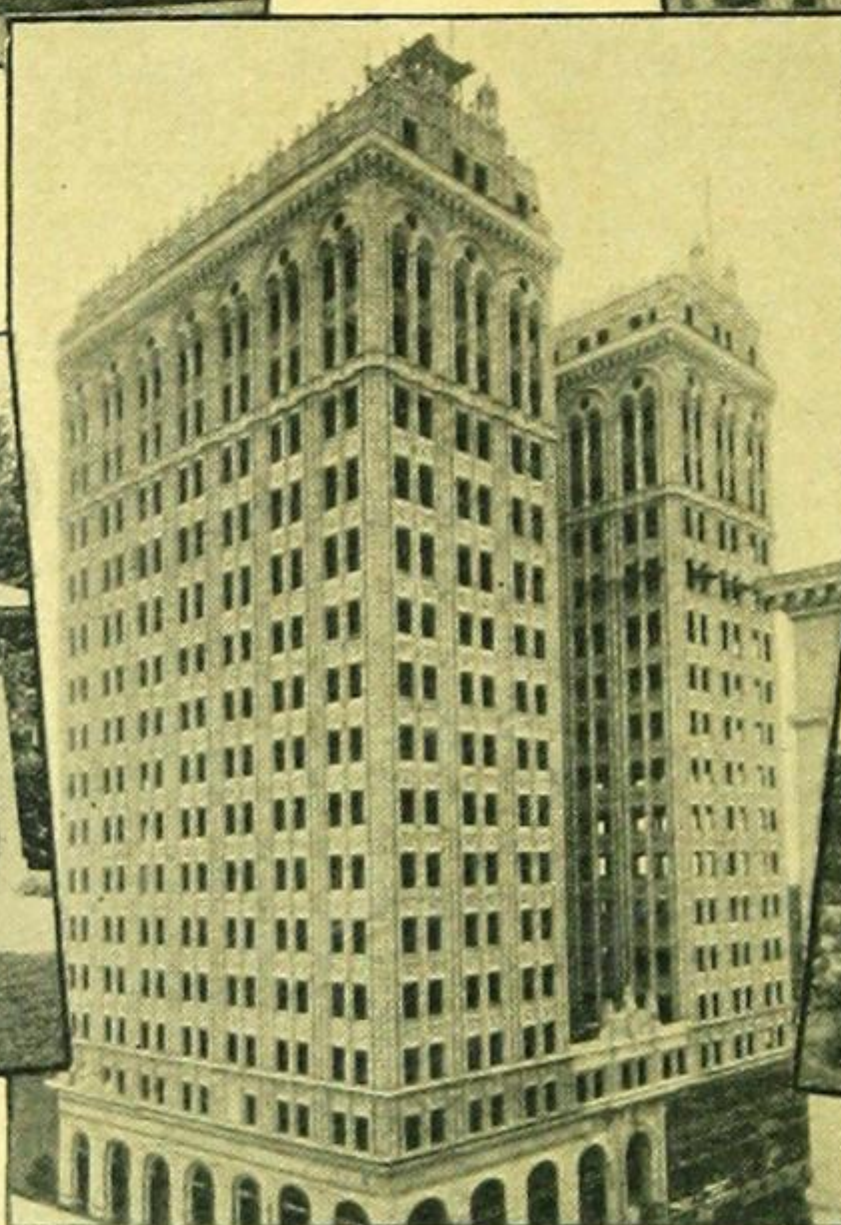
Edgewood Grove Apartments, built
of tile with face brick veneer, erected
at Terre Haute, Indiana, in 1923, for
approximately \$100,000.



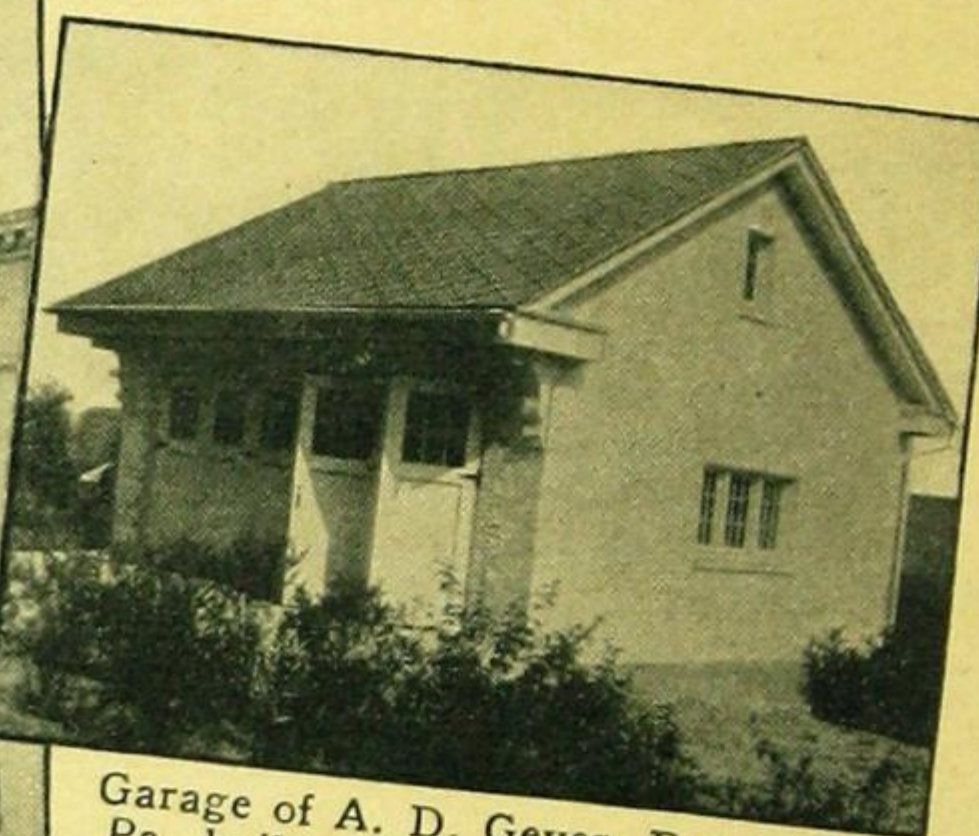
Wabash Apartments, built in Terre
Haute, Indiana, during 1923, for
\$100,000. Constructed of face brick
over hollow tile.



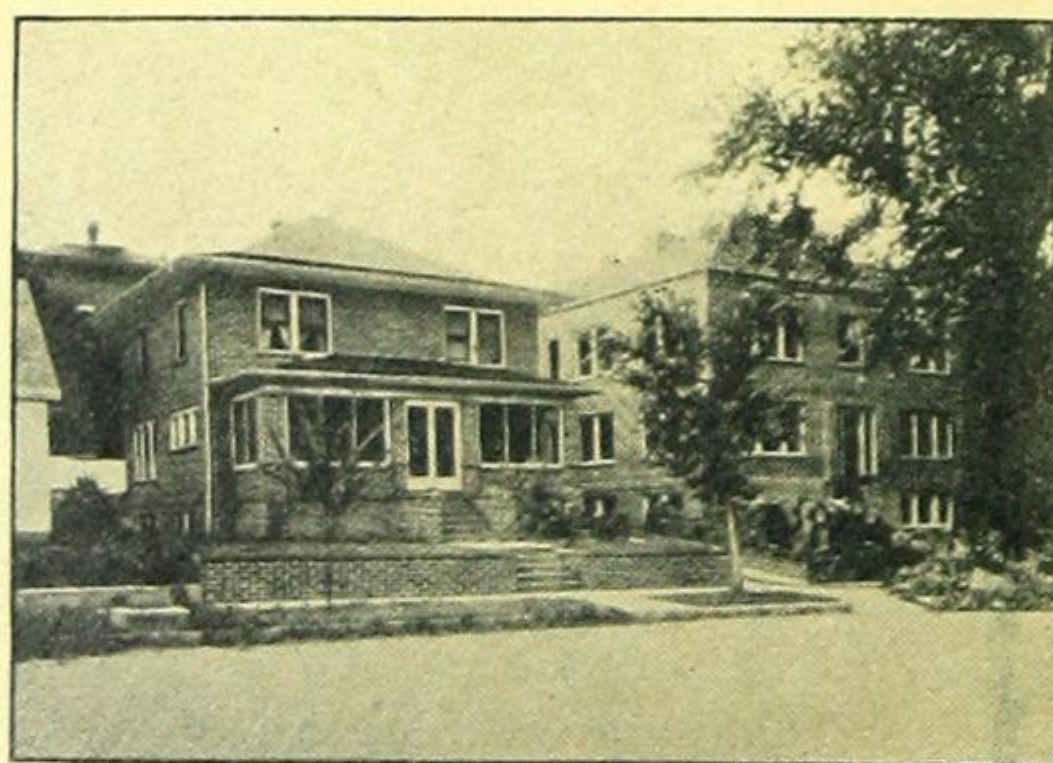
Garage of James Duncan, Manistee,
Mich., built of double shell glazed tile.



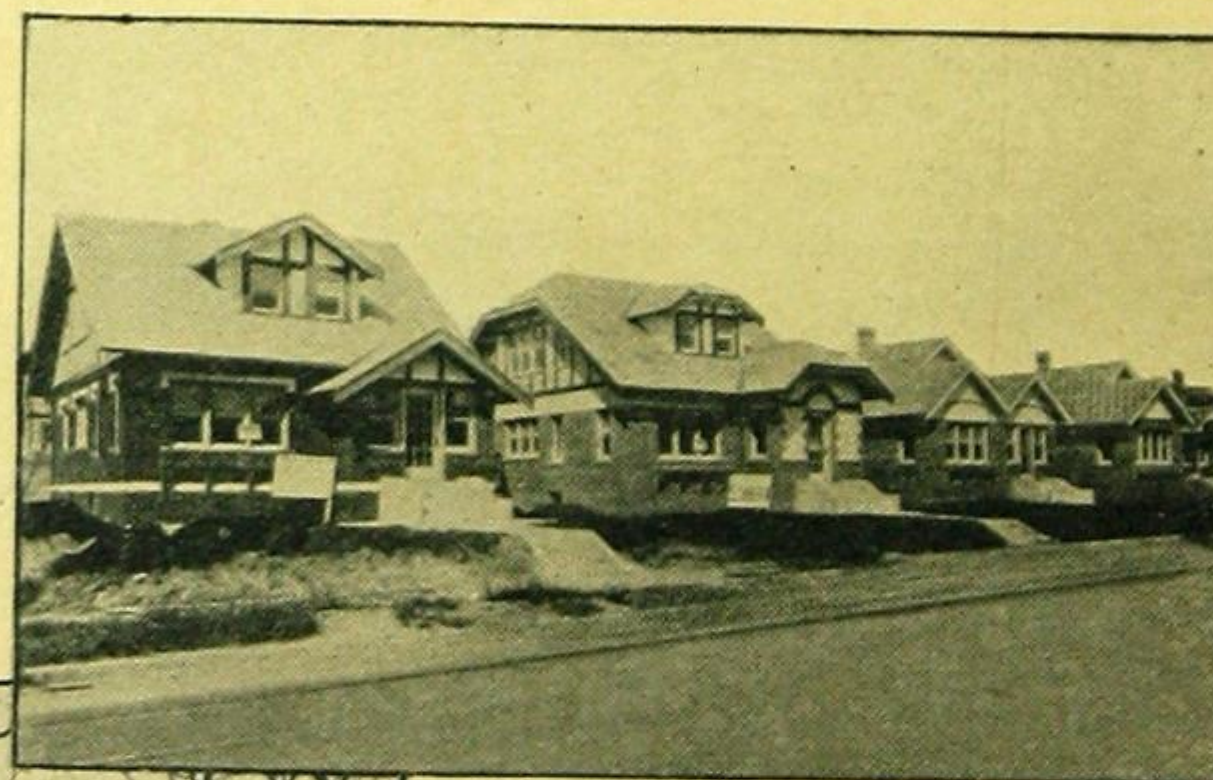
This skyscraper of
the Jefferson Life
Insurance Com-
pany of Greens-
boro, N. C., built
during 1923 and
1924, at the cost
of \$2,000,000.



Garage of A. D. Geyer, Dormont,
Pa., built of hollow tile and stucco.



Home of Henry Frandsen,
Council Bluffs, Iowa, built
in 1921 for \$6,700.



Four buildings constructed by
Walstad - Pearson Investment
Company of Minneapolis,
Minn.



Garage of the Edgewood Grove Apartments
pictured above, built in 1923, of tile and brick
veneer.

Houses of Hollow Tile are Permanent

THE home of hollow building tile has all of the physical advantages necessary to make it a perfect home. Considering these advantages, the one outstanding feature is that it is fireproof. The temperature developed in an ordinary conflagration reaches approximately 1,600 degrees while hollow tile is manufactured at a temperature far exceeding this figure. A material which has undergone treatment during its manufacture at a certain temperature can not be affected by a lesser degree of heat.

George Washington's home is at Mount Vernon, near the city of Washington, D. C. Standing on a picturesque knoll that overlooks the beautiful Potomac River, a half mile wide at this point, it has become one of the nation's shrines. Streams of people daily tread the rubber matting spread on the floors and visit each room where the first president lived.

The mansion is heavily guarded, and by night the watchmen make their rounds, inspecting each corner.

Why? The house is not fireproof. A tiny blaze might burn up Mount Vernon in an hour's time and cause the nation an irreparable loss. This danger is fully realized.

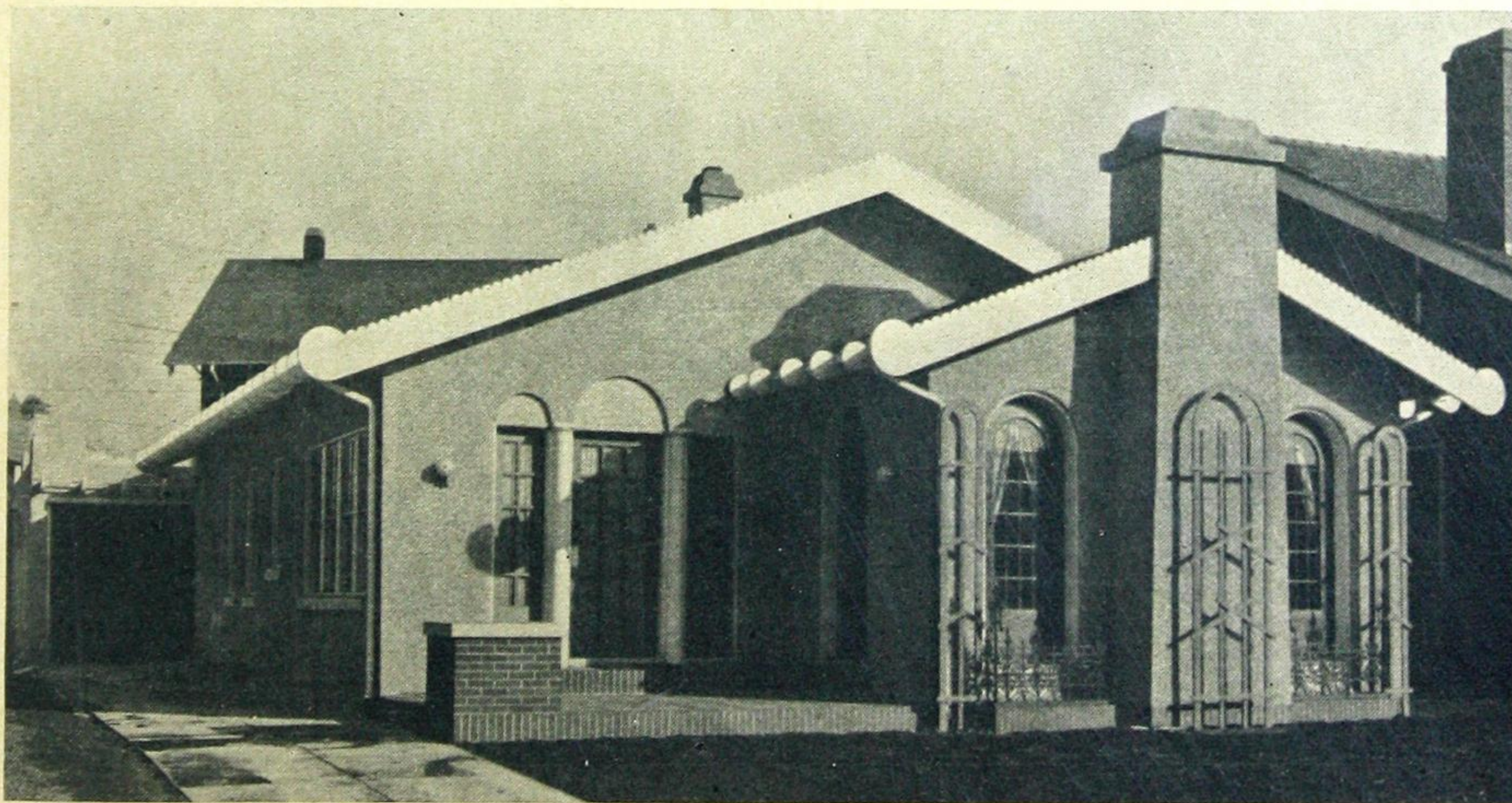
Your home is more valuable to you than Mount Vernon is to the nation, but you cannot afford to keep a corps of guards on constant duty. The solution is simply explained. Make the material that goes into your home be the guard, ever alert, ever ready to turn back the ravages of fire. A hollow tile home is always protected from this ever present menace. Of almost equal importance are the living conditions in your home, depending directly on the material used in construction.

Hollow tile is impervious to moisture. What does that mean to you. It means dry, sanitary, healthful conditions. It means dry walls, eliminat-

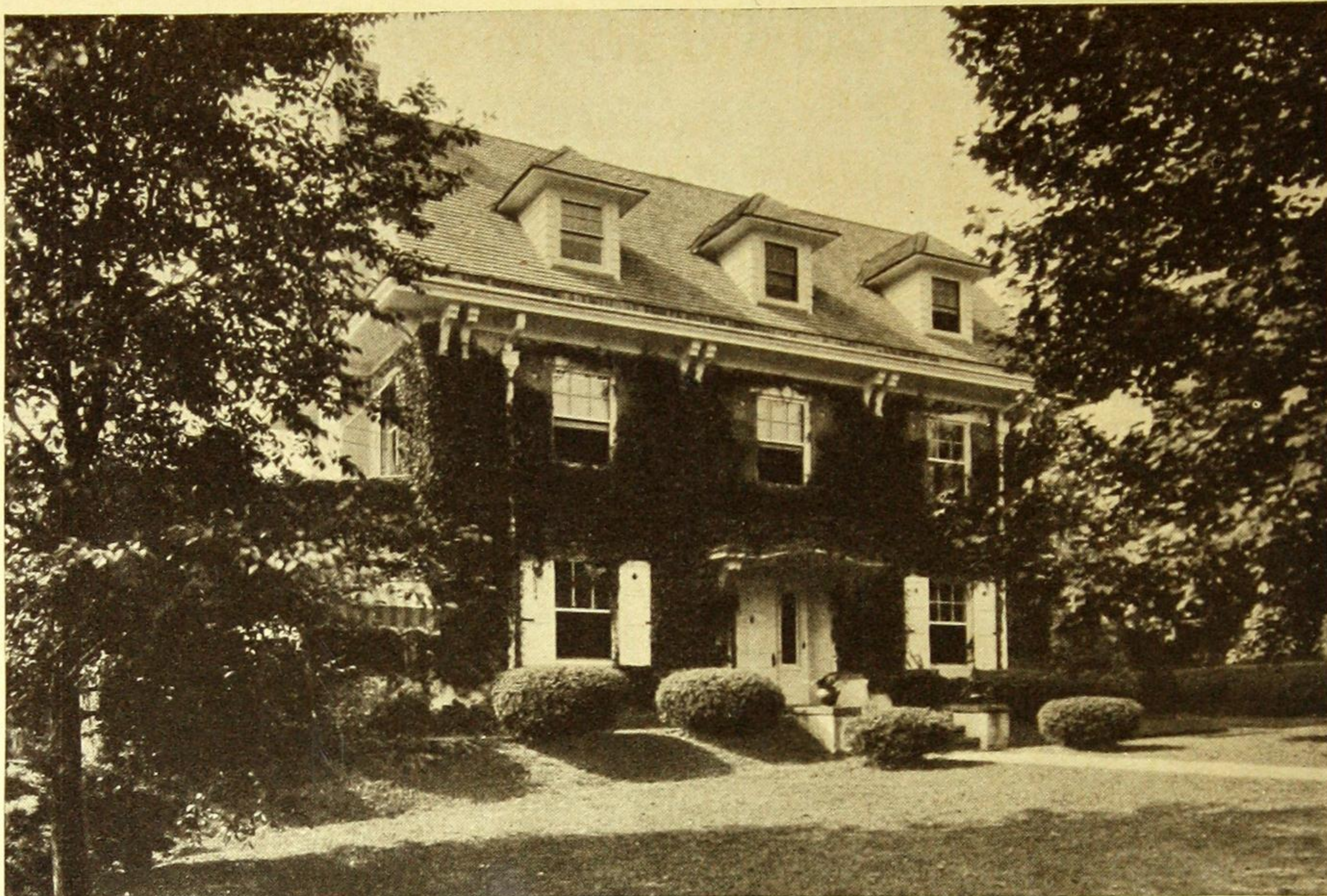
ing repairs caused by dampness seeping through and it means an ideal housing to raise healthy children and a source of pleasure to the entire family.

Another quality of hollow building tile is its insulating properties to the passage of heat through the walls. The cells in the tile form a layer or two of dead air in the wall when the pieces are laid up. Dead air is known as the best form of insulation to the passage of heat. This protecting blanket keeps out the heat of the summer and keeps in the generated, costly heat in the winter. It enables the owner to keep his house warmer in the winter with an appreciably lesser amount of coal and keep the home cooler and more comfortable during the torrid days of the summer. An unbiased hollow tile home owner once stated that by actual test he burned ten per cent less coal in the winter and during the summer maintained a temperature 12 degrees less in his home than the temperature outside.

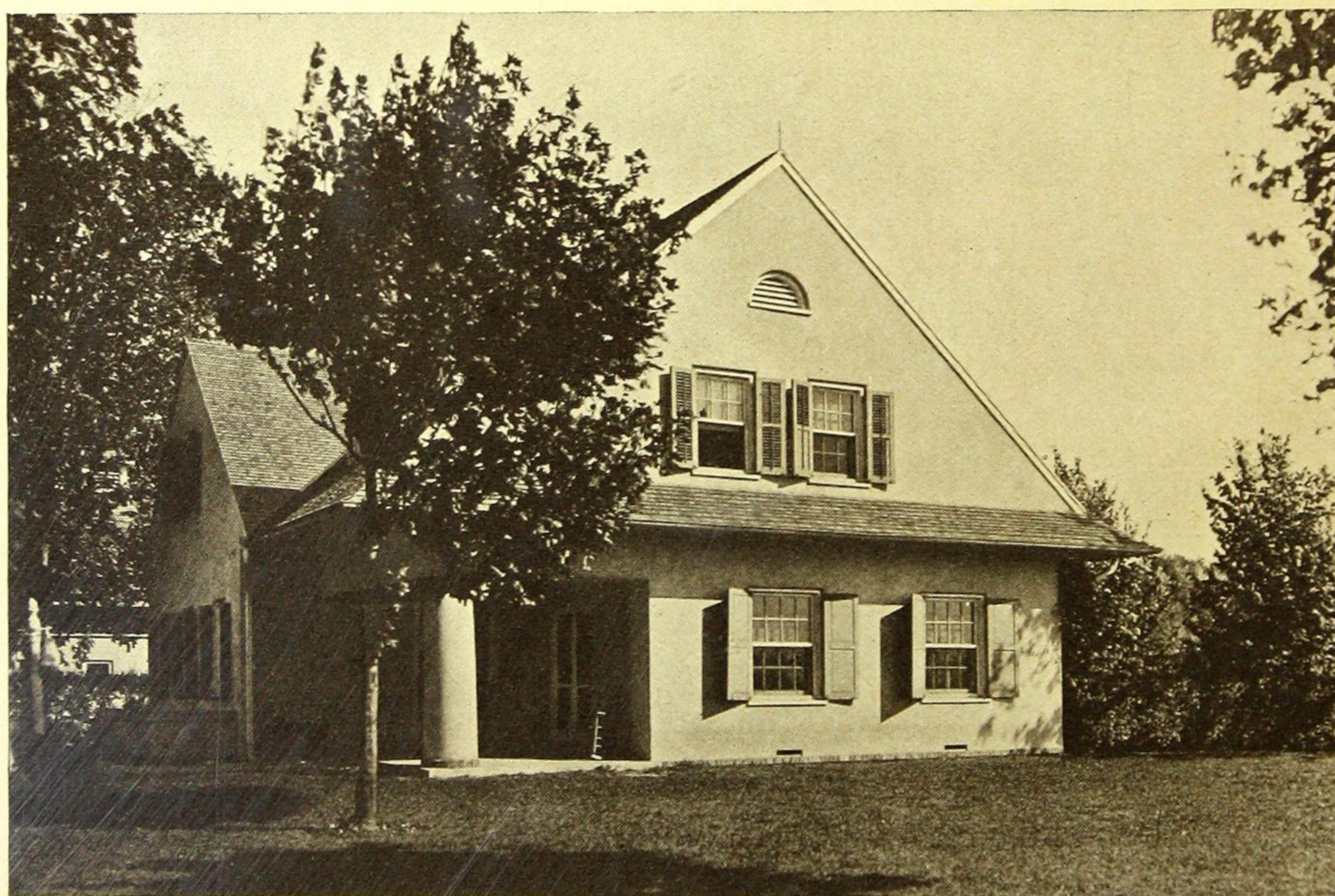
Considering these points in its favor, and considering also that hollow tile is rodent and vermin proof, will not sag, shrink, decay or disintegrate, is impervious to the elements or time, and has practically no maintenance expense, it is easy to realize why it has been universally termed as the most economical form of permanent construction.



This beautiful tile and stucco home, owned by Mr. Fred F. Rievert of Buffalo, N. Y., was built in 1924 at the cost of \$9,000. Note the effect of the overhanging eaves.



Beautiful landscape gardening adds much to the beauty of this spacious home at Jenkinstown, Pa. C. E. Schermerhorn and Watson and K. Phillips, associate architects, were the designers.



This substantial dwelling was designed by H. Van Buren Magonigle of New York and built at French Farm, Greenwich, Connecticut.

Frame vs. Hollow Tile

THE contract price is very often the deciding factor to home builders, many of whom believe that it is the only item through which a saving can be effected. This is a very erroneous idea, as what is usually saved on the difference in cost between a wood and hollow tile home is paid out for maintenance in a very short time, and the paying continues year after year.

In actual practice, by paying more for a home of hollow tile, a large saving is made, because no additional payments need be made to keep the home in condition. By eliminating the expense of painting, repairing, higher insurance and higher depreciation, a saving is made that far exceeds the difference in cost between a home of wood and one of hollow tile. Bear in mind that a hollow tile home, when paid for, is free from further expenditures, while the wood house, though slightly cheaper as far as contract price is concerned, necessitates heavy expenditures, that in-

crease every year while the value of the home, through rapid depreciation, decreases.

Although wood construction has for many years been considered the cheapest of all, Hollow Tile is recognized as the most economical form of permanent construction. Let us compare two similar homes in size, one of wood and one of Hollow Tile, and figure the cost of owning over a ten-year period, using the percentage of depreciation, maintenance and rates of insurance which have been universally agreed upon as correct.

COMPARATIVE COST OF OWNING

WOOD	
Cost of house.....	\$6,000.00
Insurance on house—rate 2.304 per hundred	138.24
Insurance on \$2,500 contents—rate 2.816 per hundred.....	70.40
Depreciation 3% per year—180x10	1,800.00
Maintenance 2% per year—120x10	1,200.00

Total cost of frame house for ten-year period\$9,208.64

Actual saving in ten years on tile house \$1,968.32

HOLLOW BUILDING TILE	
Cost of house	\$6,300.00
Interest at 6% on \$300 extra cost of house 18x10	180.00
Insurance on house—rate 1.44 per hundred	90.72
Insurance on \$2,500 contents—rate 1.584 per hundred.....	39.60
Depreciation at 1/2 of 1% per year—31.50x10	315.00
Maintenance at 1/2 of 1% per year—31.50x10	315.00

Total cost of tile house for ten-year period\$7,240.32

VALUE OF HOUSE AT END OF TEN-YEAR PERIOD

WOOD	
Original cost.....	\$6,000.00
Depreciation during ten-year period at \$180 per year.....	1,800.00

Value of house at the end of ten-year period\$4,200.00

Value of tile house over frame at end of ten-year period \$1,785.00

HOLLOW BUILDING TILE	
Original cost	\$6,300.00
Depreciation during ten-year period at \$31.50 per year.....	315.00

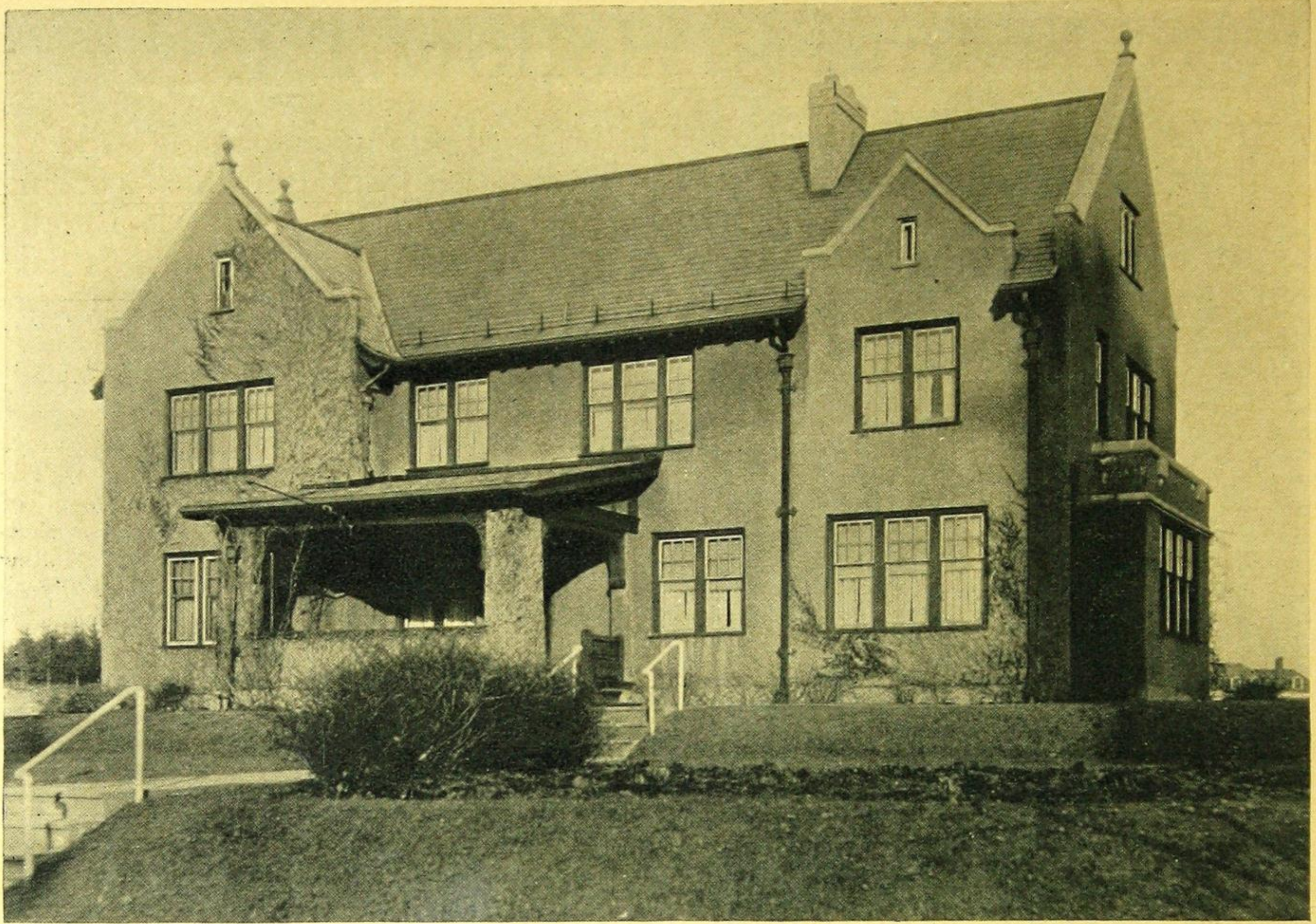
Value of house at the end of ten-year period\$5,985.00

Taking into consideration the items of upkeep and depreciation, it can readily be seen that the monthly carrying charges for wood are over two hundred per cent higher than for the home of Hollow Tile.

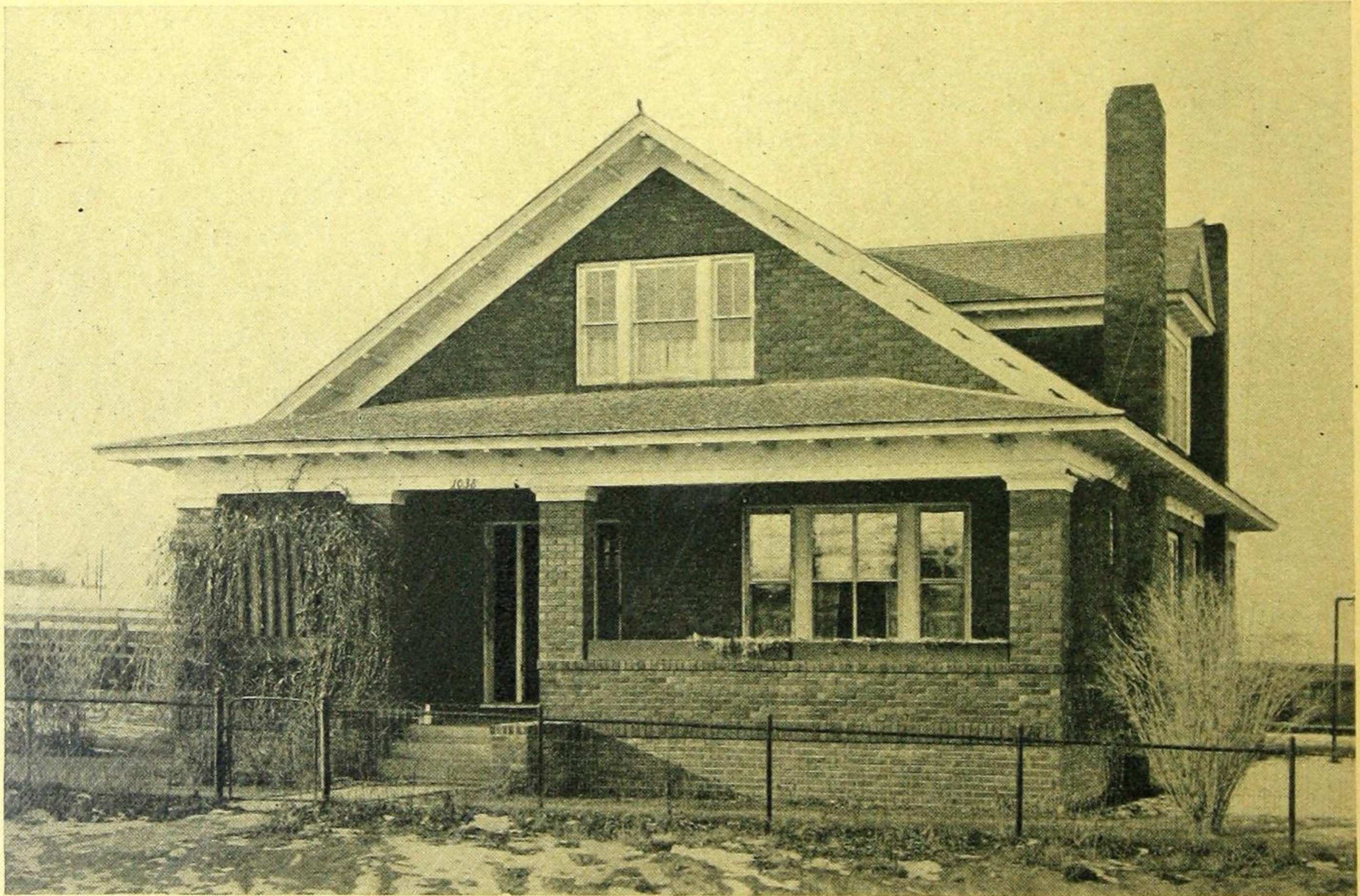
The tile home owner pays but \$7.83 per month for his home while the wood house owner pays \$26.74, more than three times as much, and enjoys none of the many benefits which may be acquired only through Hollow Tile construction.

By paying \$18.91 less per month, the tile home owner enjoys a home that is fireproof, dry and sanitary. The voids in the Hollow Tile protect him from the elements and make his home warmer in winter and cooler in summer. The walls cannot warp, sag, shrink or decay and are absolutely rodent proof.





Residence for teachers of the Emma Willard School of Troy, N. Y., built in 1915 for \$15,000.



Residence of A. C. Bray of Helena, Montana, built of eight-inch hollow tile with brick veneer.

Exterior Finish Is Variable

TOO much importance cannot be attached to the exterior appearance of your home. It is the gauge of your value to the community in which you live—from it is formed the impression of your artistic taste.

A beautiful, substantial, protective exterior to your home will increase your standing and mark you as a valuable, important fellow citizen. It will gain you credit, respect, consideration. And should force of circumstances, or your own whim, at any time make advisable the sale of your home, you will realize a far greater return and a sale will be much more readily made, if the exterior of your home is such as is made possible with a hollow tile structure.

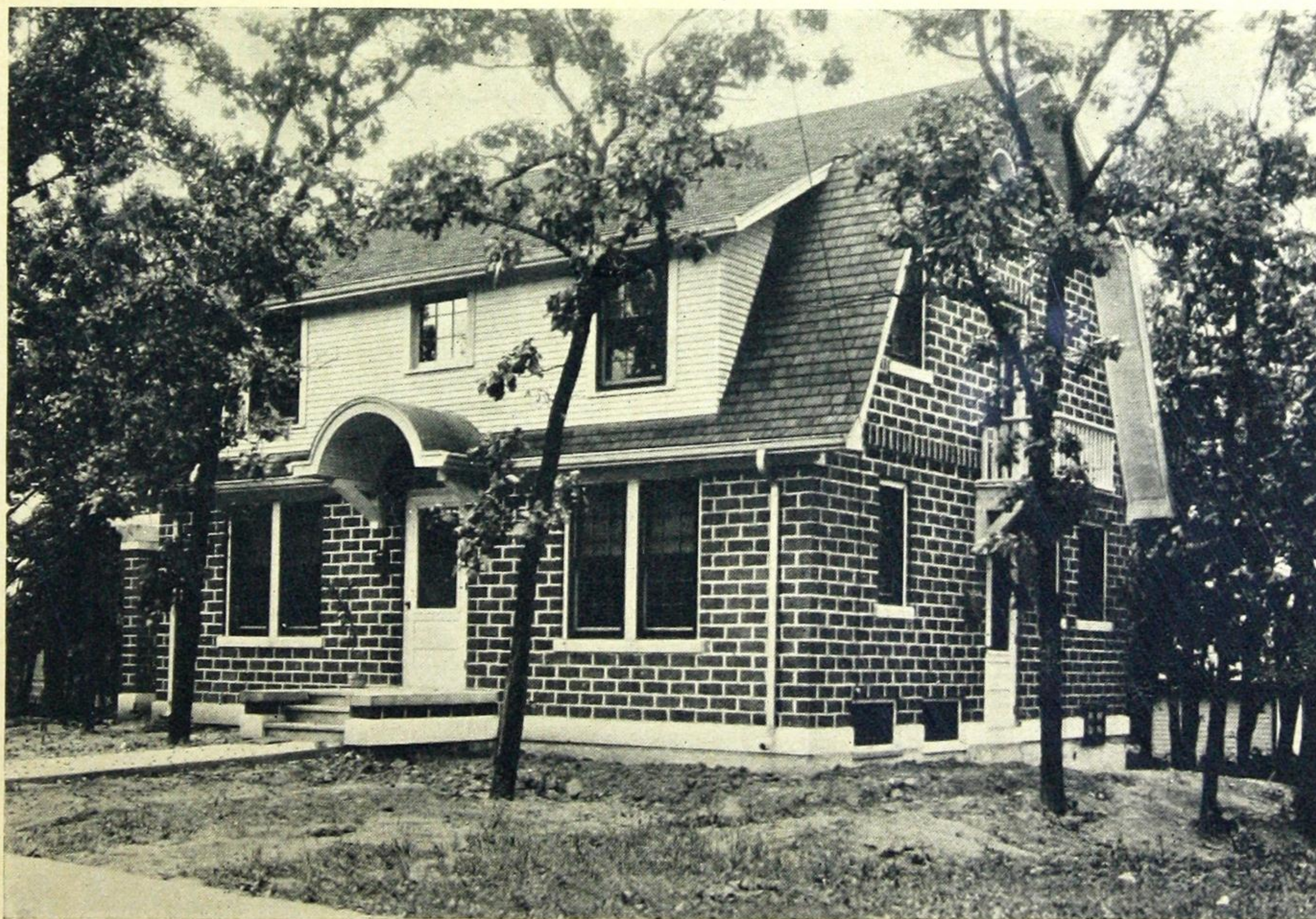
Exterior finish is probably one of the most important problems of a prospective builder. He naturally wishes it to be artistic and pleasing to the eye, a keynote to his own personality. He must consider his surroundings and select an exterior finish which will harmonize with them. And, at the same time, the finish to his home should have stability and lasting qualities.

The finishes which may be applied to hollow tile homes solves this problem to the absolute satisfaction and delight of the builder. Simplicity and individuality of outline and color, so highly desirable in present day architecture, may be achieved to a marked degree in the home built of hollow tile. It lends itself to every plan and fancy of architectural construction and with it may be utilized any form of exterior finish desired by the owner.

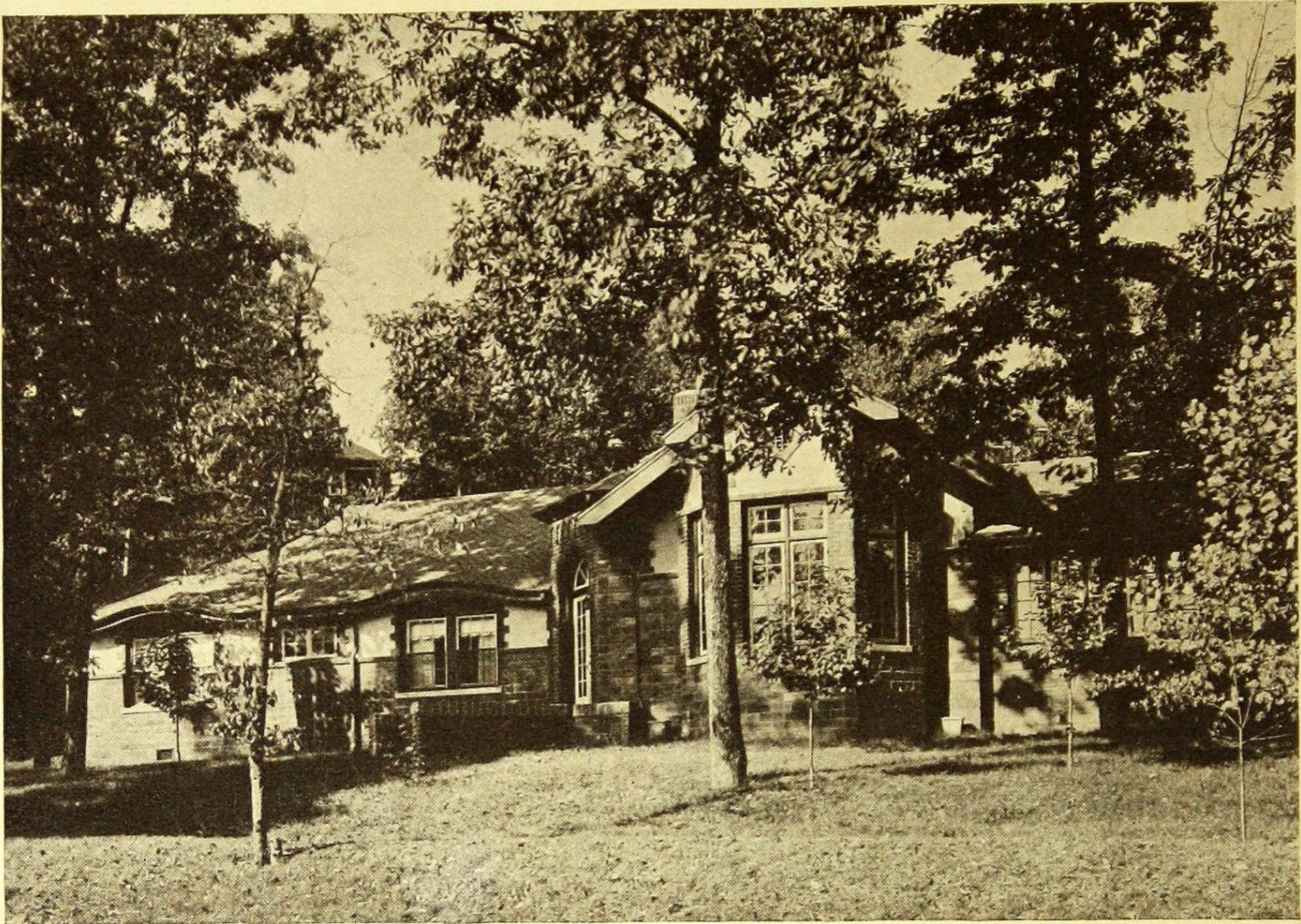
Hollow tile is a rough structural material permitting delightful effects and color combinations of stucco, face brick, common brick, terra cotta or stone. It is also furnished with a texture face requiring no further finish. The finishes applied to hollow tile are permanent, they require no painting, renovating or replacing. There is a stability and a lasting quality to the exterior of a hollow tile home, in addition to the artistic possibilities, which surely demand your most serious thought.

BRICK VENEER

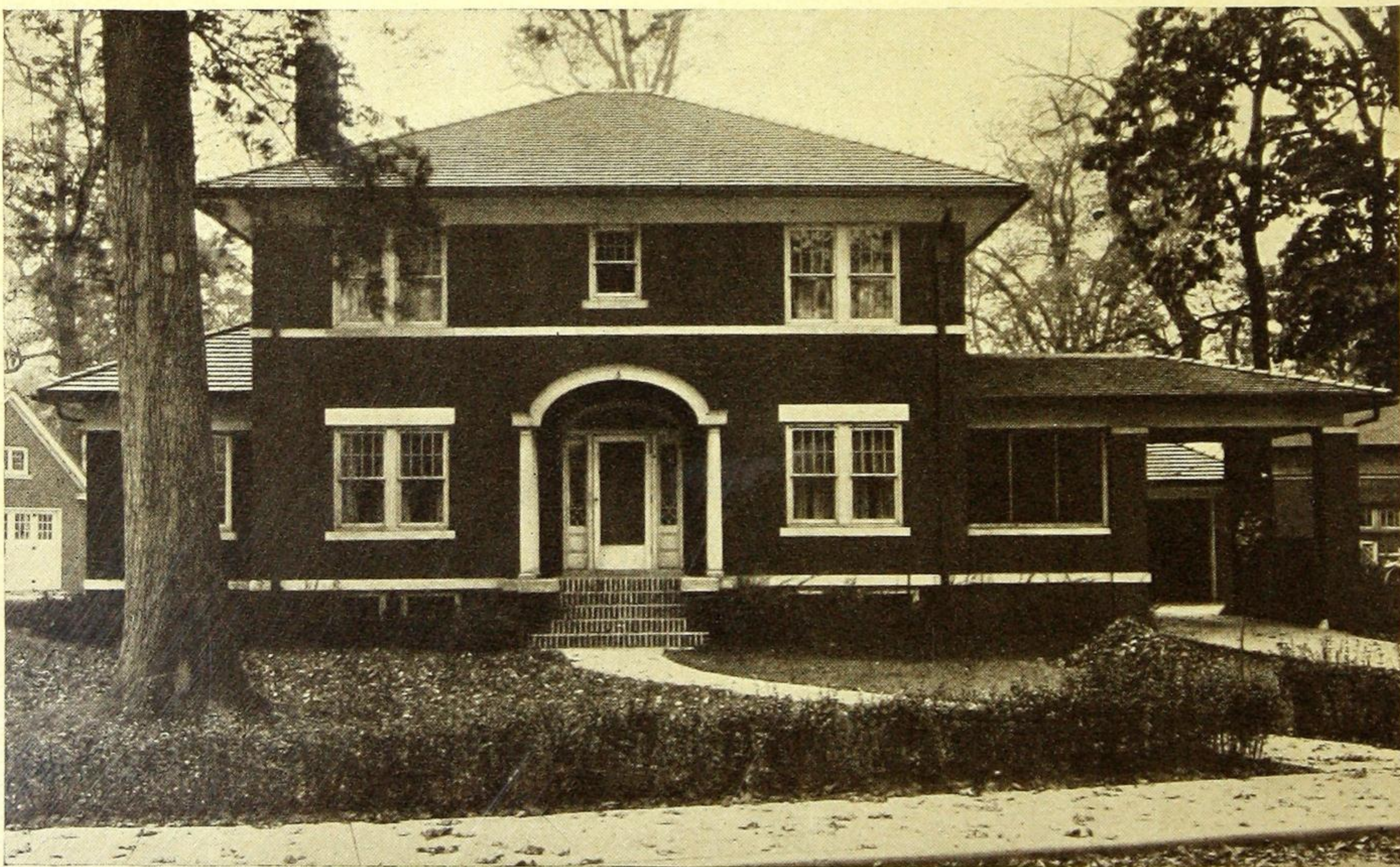
To those who favor the dignity of a brick exterior finish, hollow building tile as a backing material offers certain distinct advantages over solid masonry construction.



The wide white mortar joints form a pleasing contrast with the dark background in this face tile residence of B. E. Setterburg, Mason City, Iowa.



This home in its beautiful setting was built in 1920 for \$25,000 for J. W. Ager, Birmingham, Ala., and designed by Warren, Knight and Davis, architects. It is built of 8x5x16 rough texture face tile.



Residence of Mr. George H. Richards, Terre Haute, Indiana, approximate cost of house and garage \$20,000. This home was erected in 1922, of heavy duty tile and face brick.



The beauty of this spacious residence of Oscar Haugan, Evanston, Illinois, designed by John A. Nyden, Chicago architect, is augmented by the use of artistic exterior decorations.

You have at your disposal all of the varied and fascinating combinations effected in brick exteriors, smooth or texture finishes; large assortment of colors, the varied shapes and sizes for effective patterns and innumerable bonds and colored mortars to offset monotonies. Every effect possible with the use of brick for exterior finish may be most successfully and permanently achieved in conjunction with a hollow tile structure.

While a face-brick veneer on hollow tile backing is considered ideal form of construction, face brick veneer with wood stud backing is decidedly poor form. This method of construction has sprung into prominent use with quick profit-making builders who offer a handsome-looking shell to unsuspecting buyers. In case of fire, the thin veneer of brick which is dependent on the wood will collapse as soon as the studs are attacked by conflagration. A face-brick veneer over wood stud building is but a fireplace with the kindling wood laid in place, waiting for the fire. It is merely a good surface with a poor support. Where brick finish is used over hollow tile backing, a fire can in no way demolish the walls, as the brick have a permanent fireproof material supporting them.

By bonding the brick into the hollow tile at certain courses, an ideal masonry wall is obtained, combining both the dignity of brick and retaining the many advantages offered by a wall of hollow building tile.

FACE TILE

To those who do not care to use an additional material for facing there is offered a large variety of face tile, made in a splendid assortment of colors and sizes.

Face tile is a regular hollow tile having a rough texture face similar to face brick. No additional

covering is necessary and the finished appearance is one any home owner will point to with pride.

The units are larger than the ordinary brick size and tend to give the finished structure a squatty and firm appearance. With the many colors being used in this product together with various colored mortars, any color effect needed to harmonize with the background can be obtained in this material.

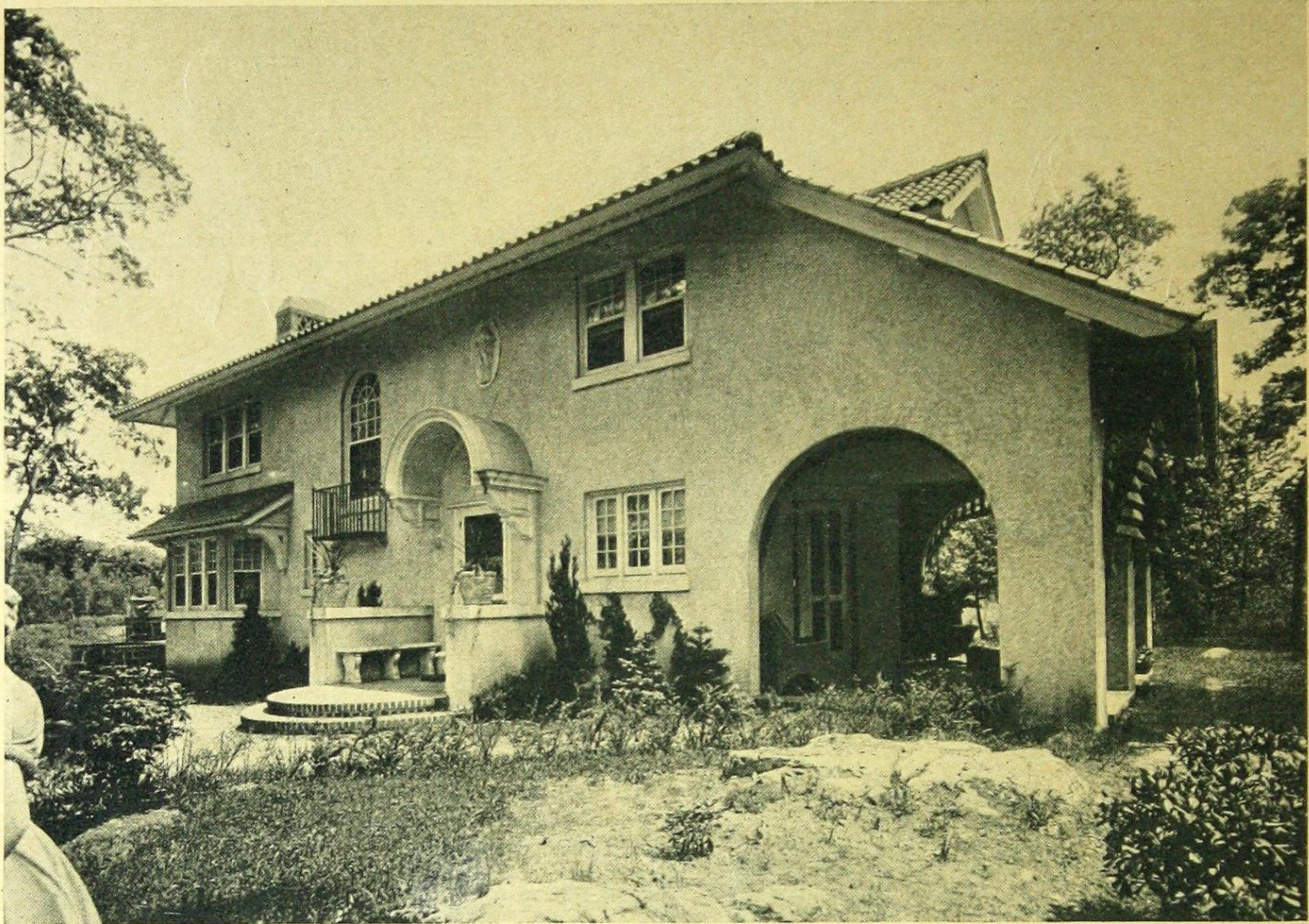
STUCCO

The distinctive effects in artistic blending in stucco have made it one of the most popular and uniformly satisfactory exterior finishes.

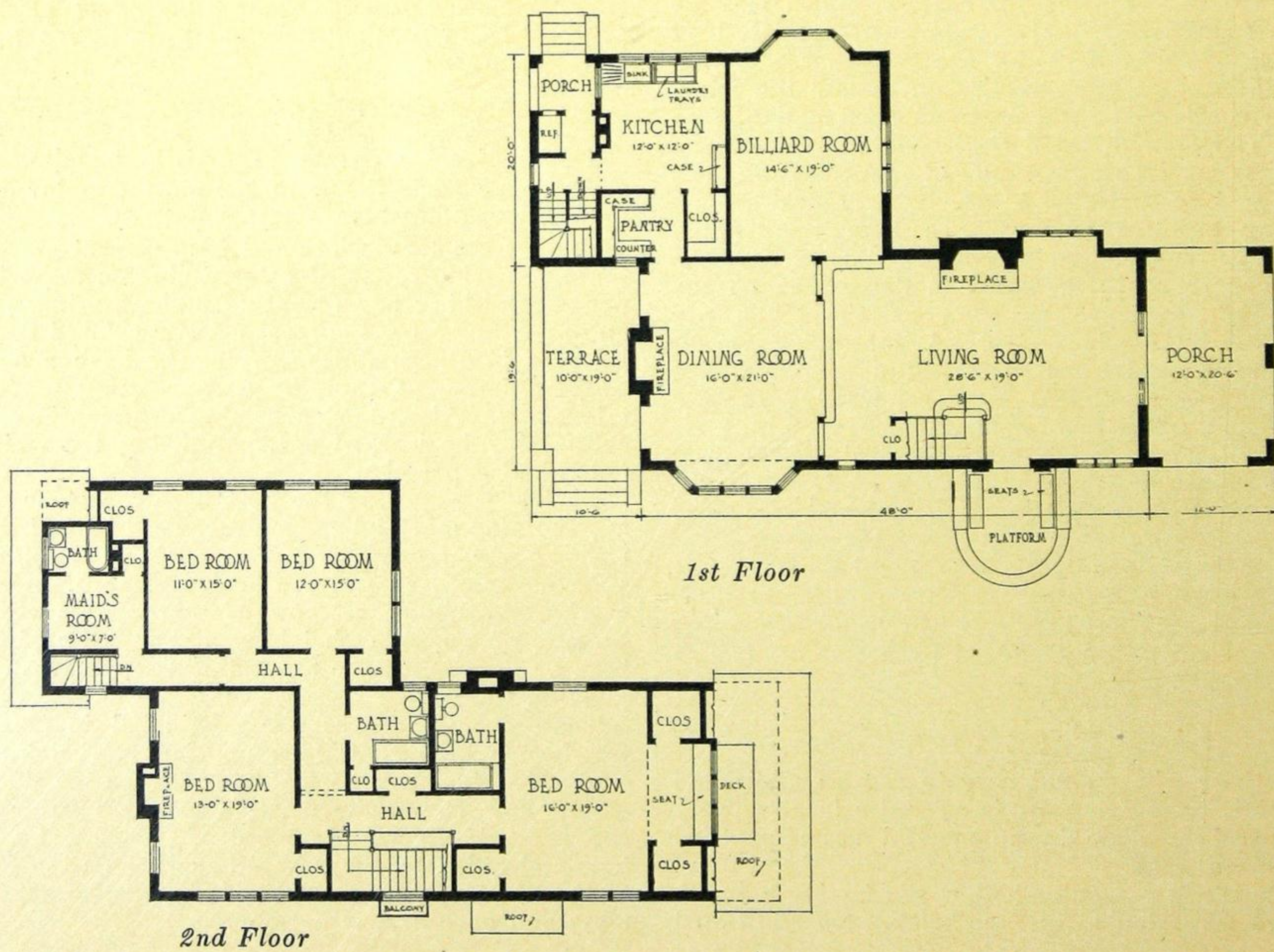
Besides the snow white and gray cement stuccos there is a wide range of colored stuccos requiring neither finishing nor recoating and affording you an opportunity for the most artistic colored backgrounds in stucco finish. You may have a solid color, relieved, perhaps, by a contrasting roof or trimmings. Also, most charming combinations of colors may be worked out, permitting the widest individual expression.

Hollow tile affords the best base for stucco of any building material and no fear need be had that any of the inconveniences caused by applying stucco over other bases will be experienced. Stucco cracks, chips and falls off of other bases either because of warping, shrinking and bulging of the base or because of the expanding force caused by freezing water.

These inconveniences are eliminated in hollow tile homes because tile cannot bulge, shrink, or sag, and water cannot penetrate between the stucco and hollow tile. The small absorption value of tile draws in a certain amount of the cement mixture and aided by the dovetail scoring on the face of the tile, the stucco and tile form a homogeneous mass and once dry, is permanent.



The charming entrance and driveway add much to the beauty of this Greenwich, Conn., home designed for Mr. Parsons by Slee and Bryson, Brooklyn, N. Y., architects



Hollow Tile Foundations, Floors and Partitions

FOUNDATIONS, floors and partitions of hollow building tile offer additional advantages and comfort that go to make up the ideal home. Not only will the home be entirely dry and fireproof, but hollow tile floors eliminate all possibilities of coal dust entering the rooms above, and partitions of this material make each room independent of those adjoining, because hollow tile is sound proof.

HOLLOW TILE FOUNDATIONS

It has been clearly demonstrated that hollow building tile is an ideal material to use for foundations of residences, garages, stores and similar buildings.

In this capacity hollow building tile has an outstanding advantage of making a dryer cellar or basement. Having ample strength to carry the load and in addition being fireproof, this advantage makes hollow tile more desirable for foundations than any other material.

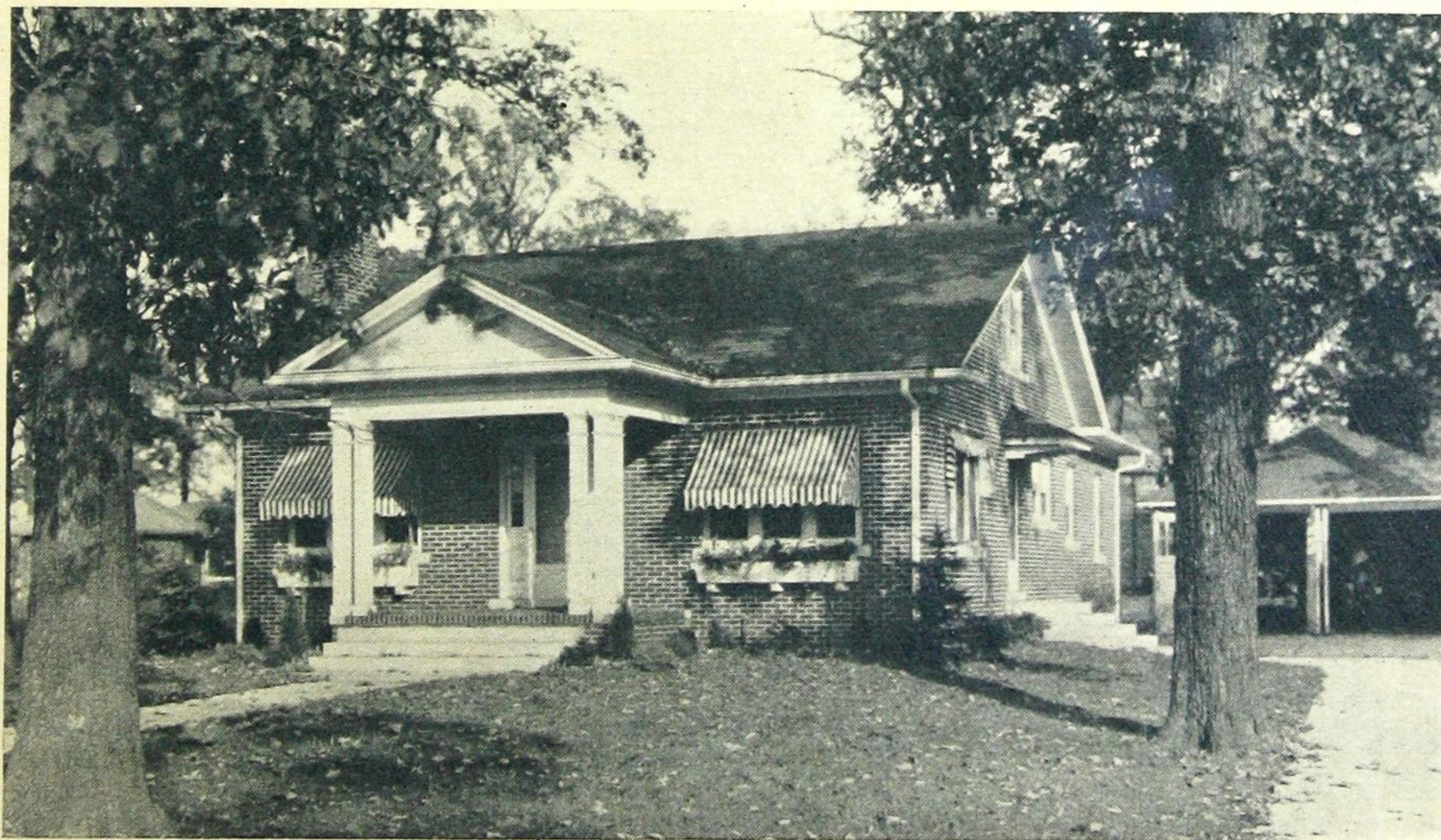
A dry basement in a modern home is not only something to be desired, but is a necessity, as the health of the occupants of the home is directly dependent upon it. The accuracy of this statement can be better appreciated by the fact that the health departments of the City of Detroit and Cleveland require every residence to be surrounded by drain tile to help keep the basement dry. Although this method will prevent water from entering through the walls, it will not prevent dampness from creeping in through the cement floor.

Obviously, therefore, it is not good practice to protect the basement from becoming damp by using hollow tile in the foundation and allowing moisture to creep in through the floor. To have a perfectly dry basement, hollow tile should also be used in the construction of the basement floor. A basement thus constructed is fully protected against dampness creeping in through either the foundations or floors and insures it being dry, sanitary and healthful at all times.

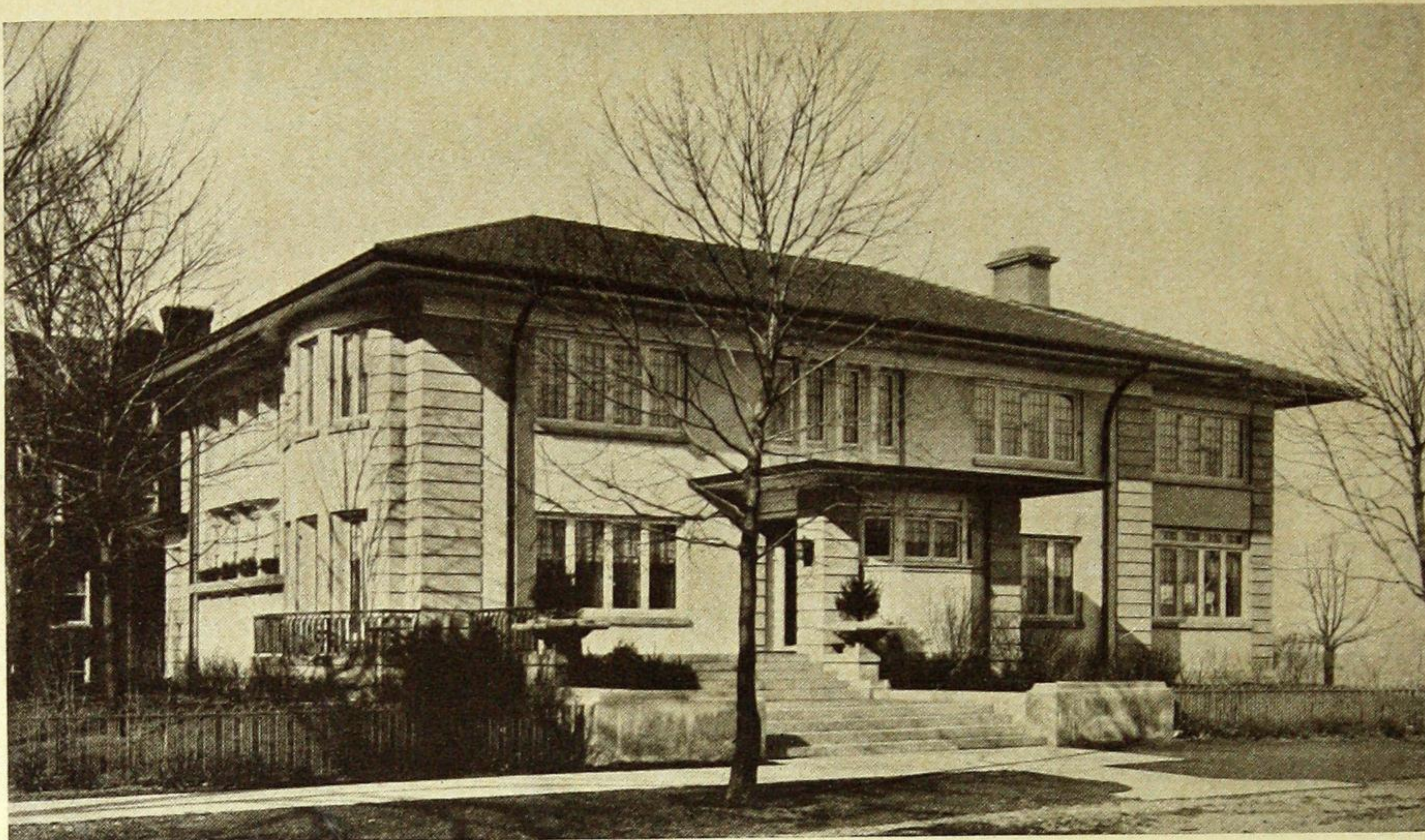
HOLLOW TILE FOR BASEMENT FLOORS

A hollow tile floor with a one-inch cement finish provides an exceptionally dry and economical floor.

Several years ago the Iowa State Agricultural College carried on a scientific research program in view of establishing better housing conditions for animals, and they found that this type of floor proved its superiority. Being applicable to farm buildings affords a strong reason for its use in the home.



Residence owned and designed by Ernest V. Miller, contractor of Terre Haute, Indiana, erected in 1923 for \$10,000. It is built of 8x5x12 tile and brick veneer.



Hollow tile is well adapted for use in the larger dwellings, such as this beautiful home of H. M. Stevenson of Chicago.

The construction is very simple and the cost should not exceed that of the ordinary concrete floor. There is a saving in the excavation, as a floor of this type does not exceed six inches in thickness as against ten inches in concrete floors, which usually call for six inches of cinders and four inches of concrete. After the plumbing has been installed, the ground should be leveled off with a slight slope toward the drain and the tile laid over the floor as closely together as convenient. Usually 4x12x12 or 8x5x12 tile is used, laid with the large surface down. The top surface of the tile should be clean and thoroughly wet and then covered with a one-inch cement finish, troweled to an even surface.

A distinct advantage in this type of floor is that if it becomes necessary at any time to make any changes in the plumbing system, a section of the floor can be taken up and replaced very easily.

Its economy and dryness makes this type of floor ideal for garages, but a coating of cement one and one-half inches in thickness is recommended for a garage floor.

HOLLOW TILE FLOORS

Insurance statistics tell us that approximately 75% of home fires start in the basement. It can easily be seen why this is true. Housing the heating elements and usually being used as a storage place for inflammable materials, the basement is the logical place for fires to start.

Why not confine the fire to the basement where the loss will be kept to a minimum.

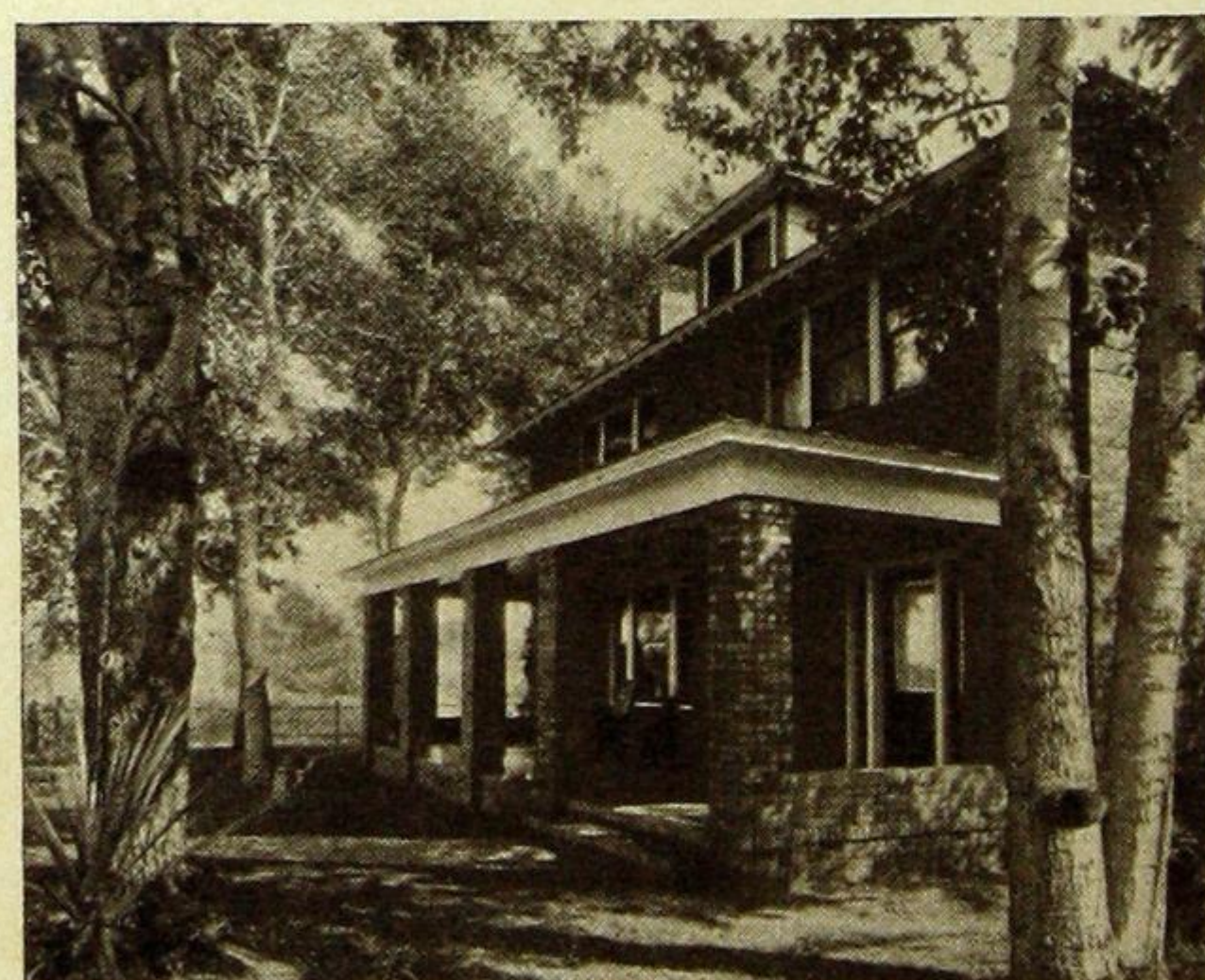
By employing wood floors, the fire will soon eat its way to the rooms above and costly furniture and unreplaceable heirlooms will be lost. Hollow tile floors will keep the fire in the basement where it can easily be attacked and where very little loss will be sustained.

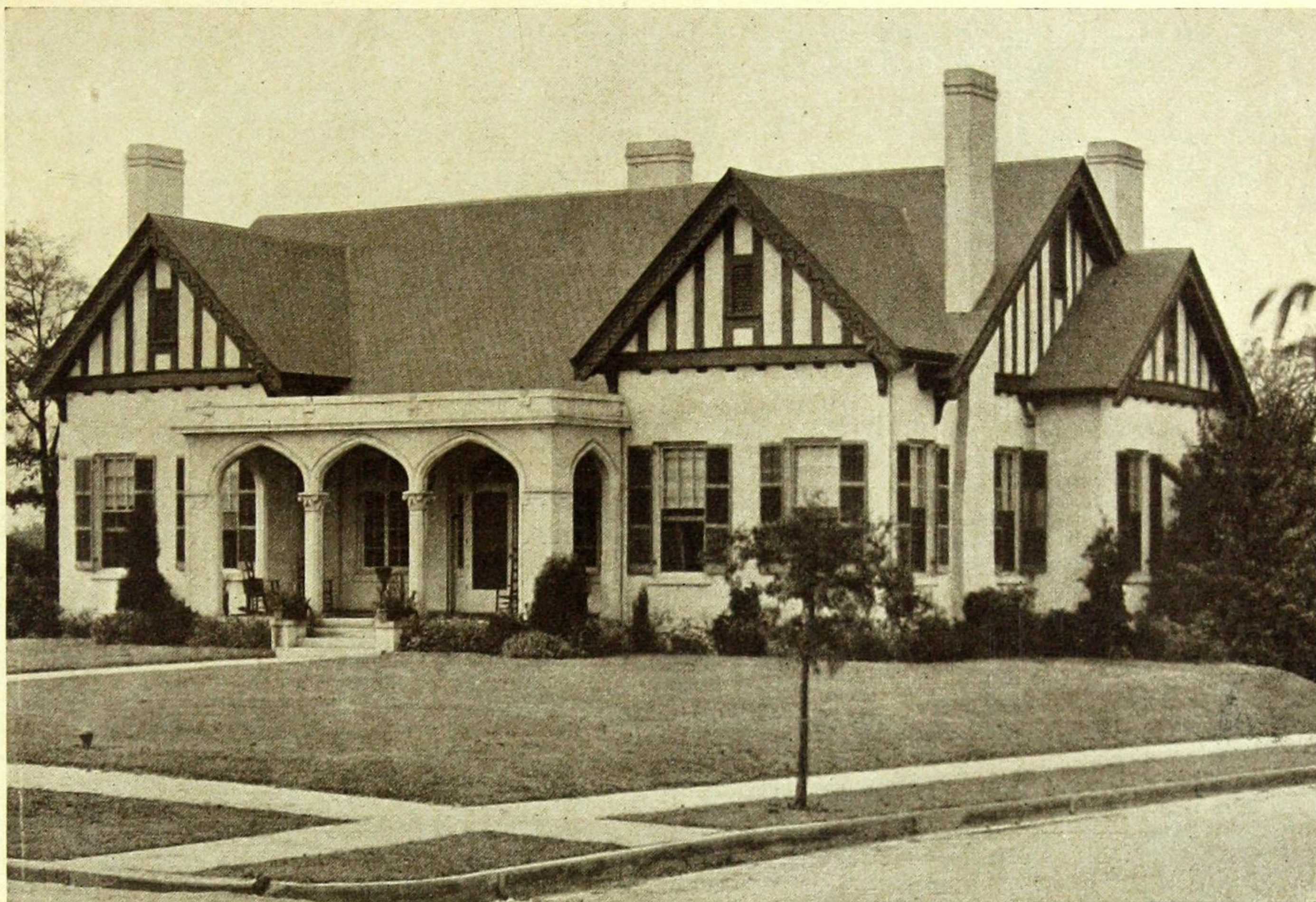
Not only will the floor of hollow tile protect your home from fire, but it will make it impossible for dust from the coal bins to permeate into the rooms above. Also, the floors will at all times be warm, thereby eliminating chances of taking cold due to constant contact with cold floors. This point cannot be overemphasized where there are children in the home, who spend most of their time playing on the floor during the long cold winter months.

Many beautiful homes are being built today using hollow tile for floors which are covered with carpets and fastened at the edges, thereby eliminating all wood finish with its corresponding laborious upkeep.

HOLLOW TILE PARTITIONS

Hollow tile partitions play an important part in the home. They deaden noise and insure a pleasant degree of quiet in every room. The chil-





Shutters and panels add to the beauty of this roomy home of W. S. Weber, Montgomery, Alabama. Frank Lockwood was the architect of this \$20,000 home.

dren may play and romp in the nursery or elsewhere to their hearts desire without distracting other members of the family as partitions of this material will effectively muffle all sounds.

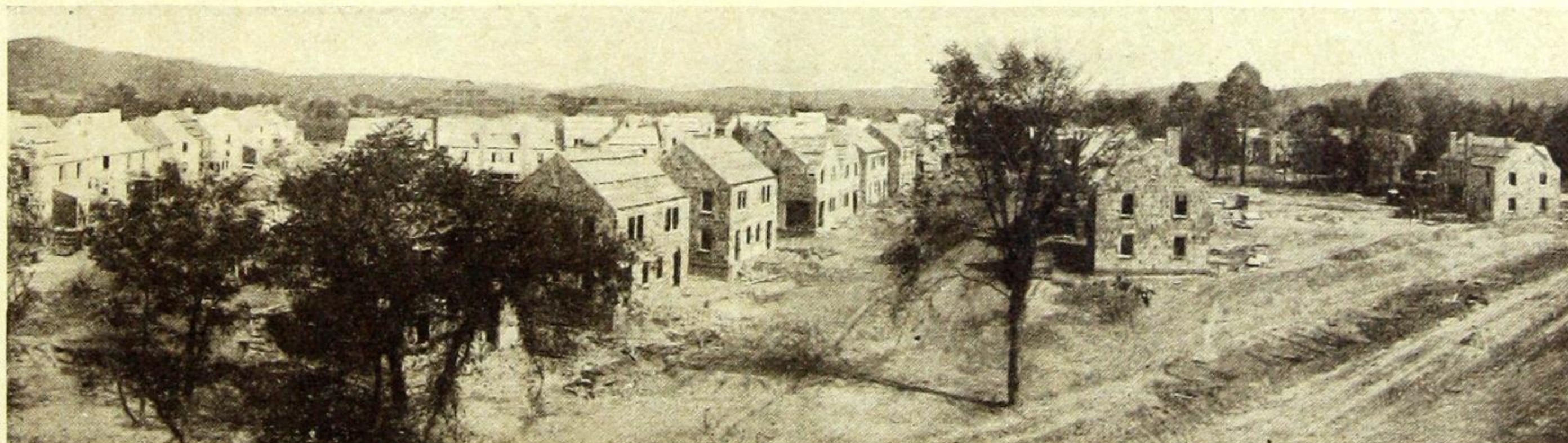
These features will also appeal to you in connection with the kitchen and bathroom.

As hollow tile does not shrink or sag, the unsightly cracks in the plaster will be entirely eliminated. Only recently a home of hollow tile was constructed where some of the partitions were constructed of the customary wood studding and some were made of hollow tile. Although the plaster on the wood studding partitions is covered with large cracks, not even a hair crack appears on any of those where tile was used.

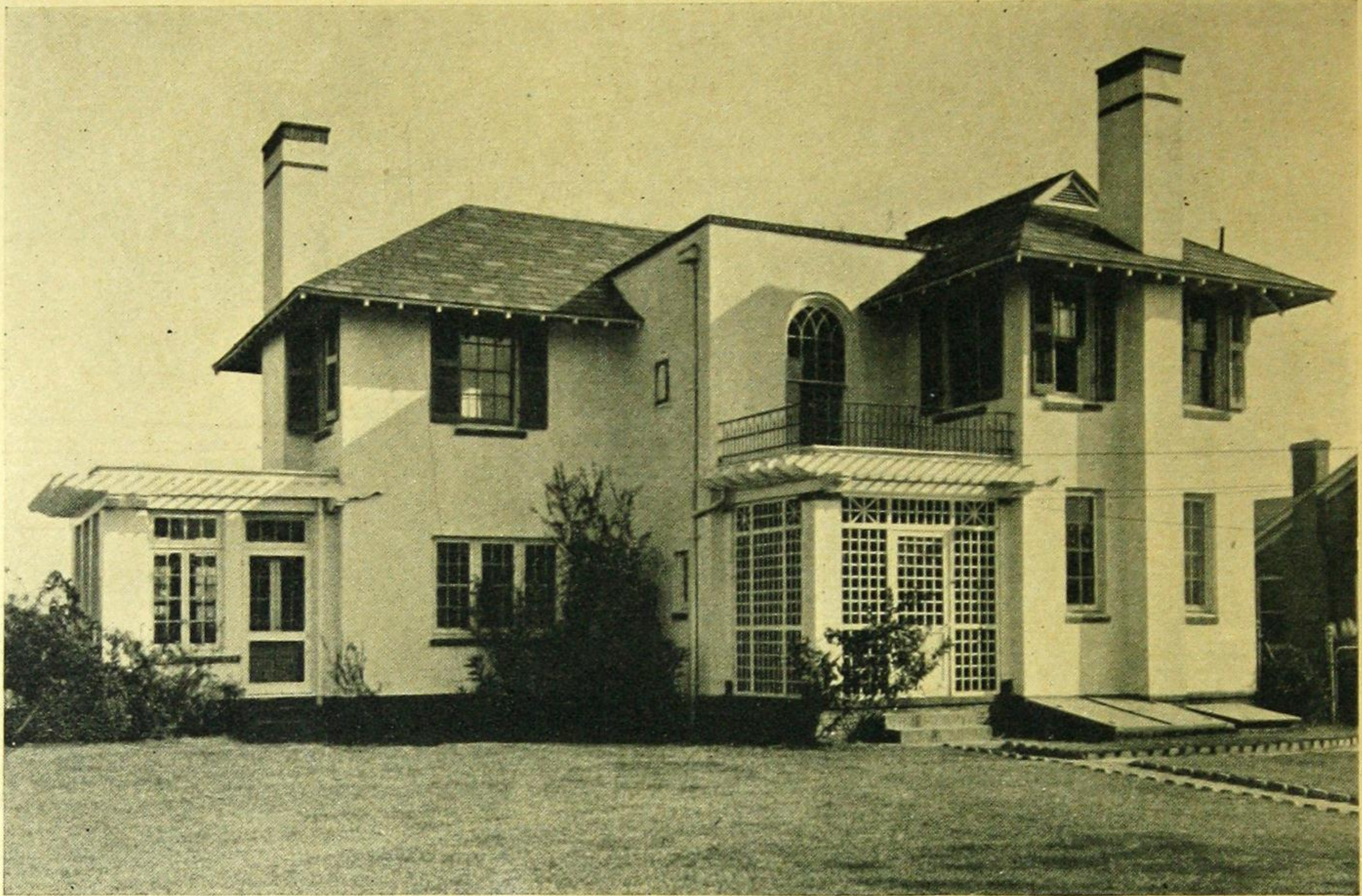
The heating of a home, is not only dependent upon the heating plant but also upon the construction of the building. Hollow tile interior and exterior construction are important aids in keeping a building warm at a minimum expense, also, hollow tile floors and partitions are permanent.

Do not these advantages convince you that you should have hollow tile floors and partitions in your home. Although the initial cost may be greater, the fact must always be kept in mind that a home is an investment, not an expenditure. Your returns will be big in the added quiet of your home, in the reduction of your heating expense, in the lessening of housework, in the elimination of upkeep.

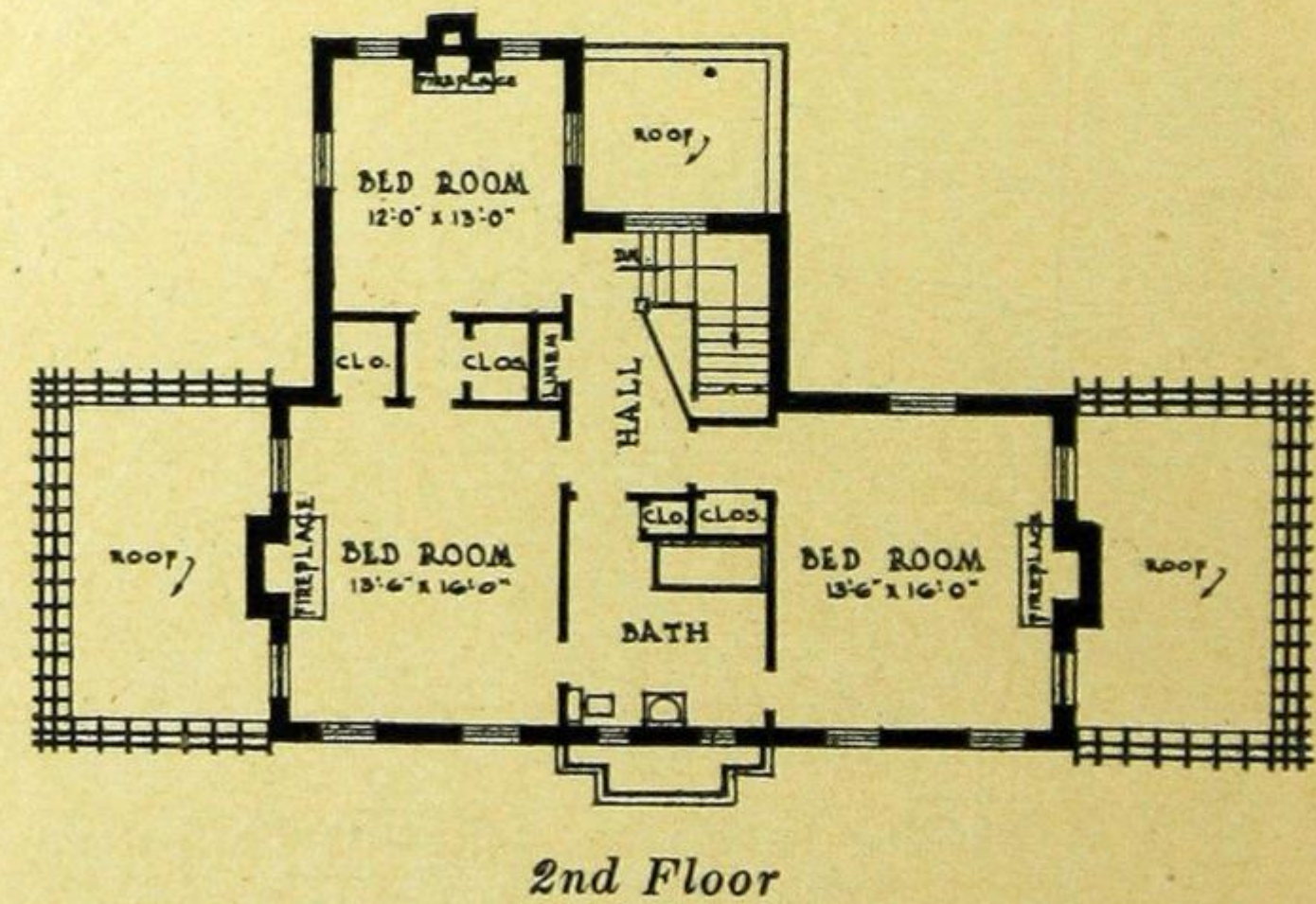
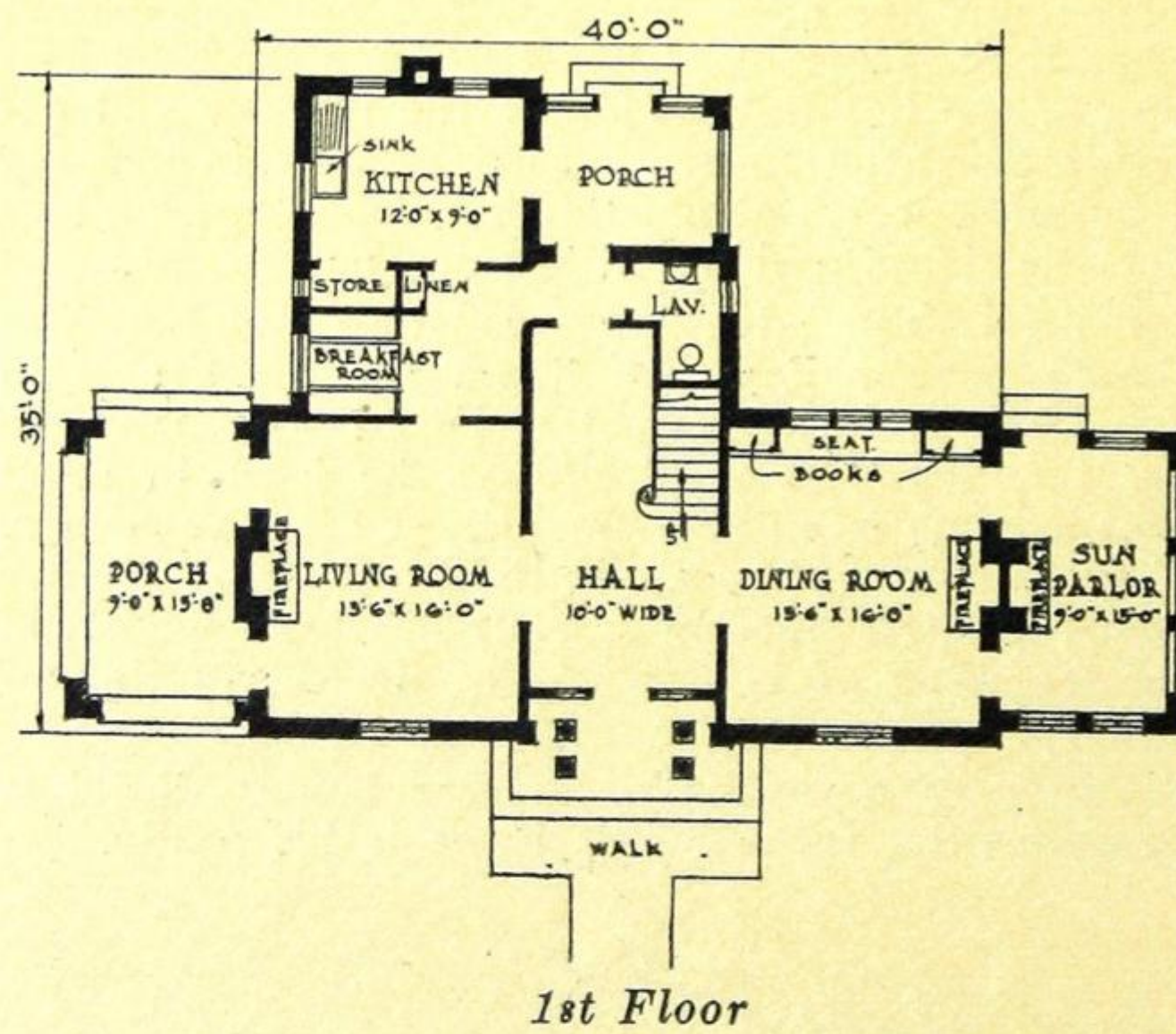
You may never build another home. Build it permanently, for a man's home is his castle.



U. S. Housing Project No. 18, South Charlestown, West Virginia. Picture taken at time buildings were being constructed. Every house is built of Hollow Tile and finished with stucco.



Large and roomy is this home of B. T. Bowdre of Macon, Georgia, designed by Dunwody and Oliphant, architects, and built in 1921 for \$12,000.



How to Select a Building Site

CHOOSING the general location for a home is usually a matter of compromise, but it is none the less important. A little forethought may show the futility of looking for property in certain sections, or perhaps limit the choice to a given district, which will permit better use of the time spent looking for the right lot.

One important thing a man must always consider is the fact the home he buys or builds will be the center of his family life for many years. His children will be brought up in it, his wife will do most of her work there and in it the family will spend most of its leisure time.

In making sure that he is acquiring a satisfactory home, a buyer should take into account, most of the factors given below. Several of them do not apply in the case of purchases in towns and cities of moderate size.

A. General location.

1. Low or high land values.
2. Transportation facilities.
3. Protection offered to homes: (a) Private restrictions, (b) zoning ordinances and city planning, (c) fire and police protection.

B. Specific location of the lot.

1. Character of the neighborhood.
2. Location with reference to schools and playgrounds for the children.
3. Desirable points for the lot: (a) Shade trees, shrubs and planting, (b) set of house with reference to sunlight and pre-

vailing winds, (c) character of the soil and necessity for grading, filling and draining.

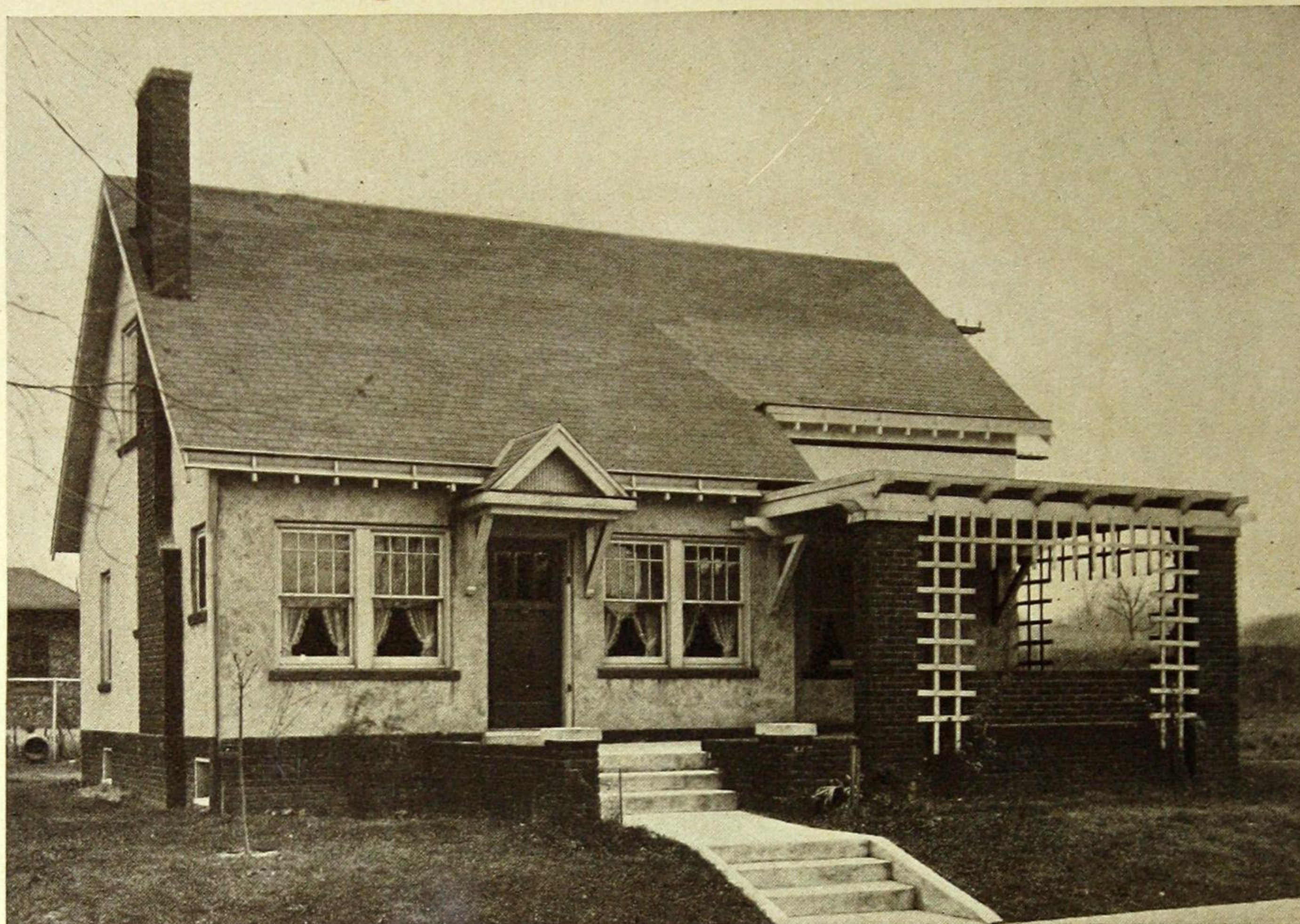
C. Other safeguards in buying property are:

1. Danger in buying lot too long before building.
2. Extent of street and public utility improvements (paving, sidewalks, water supply, sewerage, electricity and gas).
3. Possible assessments.
4. Proportion of lot value to total outlay.
5. Checking property values: (a) land, (b) house.
6. Plan of house and quality of construction.
7. Steps taken in buying.
8. Examination of title.

In general, location of the home may depend largely on the part of the city in which the members of the family are most likely to be employed. It should either be within walking distance of the probable place of work, or in reach of good transportation. The mere promise that a trolley or bus line will be provided is not enough. Ability to reach shopping centers is important for the housewife.



Artistically designed, this dignified mansion of B. C. Keeler, Mason City, Iowa, will forever stand as a shining example of hollow tile construction.



The combination of brick and stucco effect a pleasing exterior finish to the home of Fred Dillender of Brooklyn, Ind., built at the cost of \$4,500.

If a city is zoned it is usually safest to buy in a restricted residential district where there is safety from intrusion by factories, public garages and scattered stores. If there is no zoning law, private restrictions are generally in effect and should be looked into. Are there any restrictive clauses in the deed or in the deeds for all other houses in the block? If even one or two lots nearby are unrestricted, objectionable buildings might be erected on them. Is there a requirement to build a house of a certain minimum cost? Could that much be afforded? Are the private restrictions such that a home will surely be protected? For what period do the restrictions run? It often happens that the private restrictions were made to run for a certain period and that they may be about to expire, leaving the home unprotected. Verbal representations concerning other buildings in the neighborhood are of no binding force on their owners. The advantages of having a home within the jurisdiction of good fire and police department protection are obvious.

Within districts that meet the family's needs as to general location, the task of choosing a site may be made easier if the points that affect the price or desirability are kept in mind and can be readily balanced against each other. Many people, for instance, object to street on which there is much noise from street cars, or on which there is heavy truck traffic at night. Streets carrying through traffic are often dangerous, especially to children.

While a family may think that it would like to live close to relatives and friends, this factor

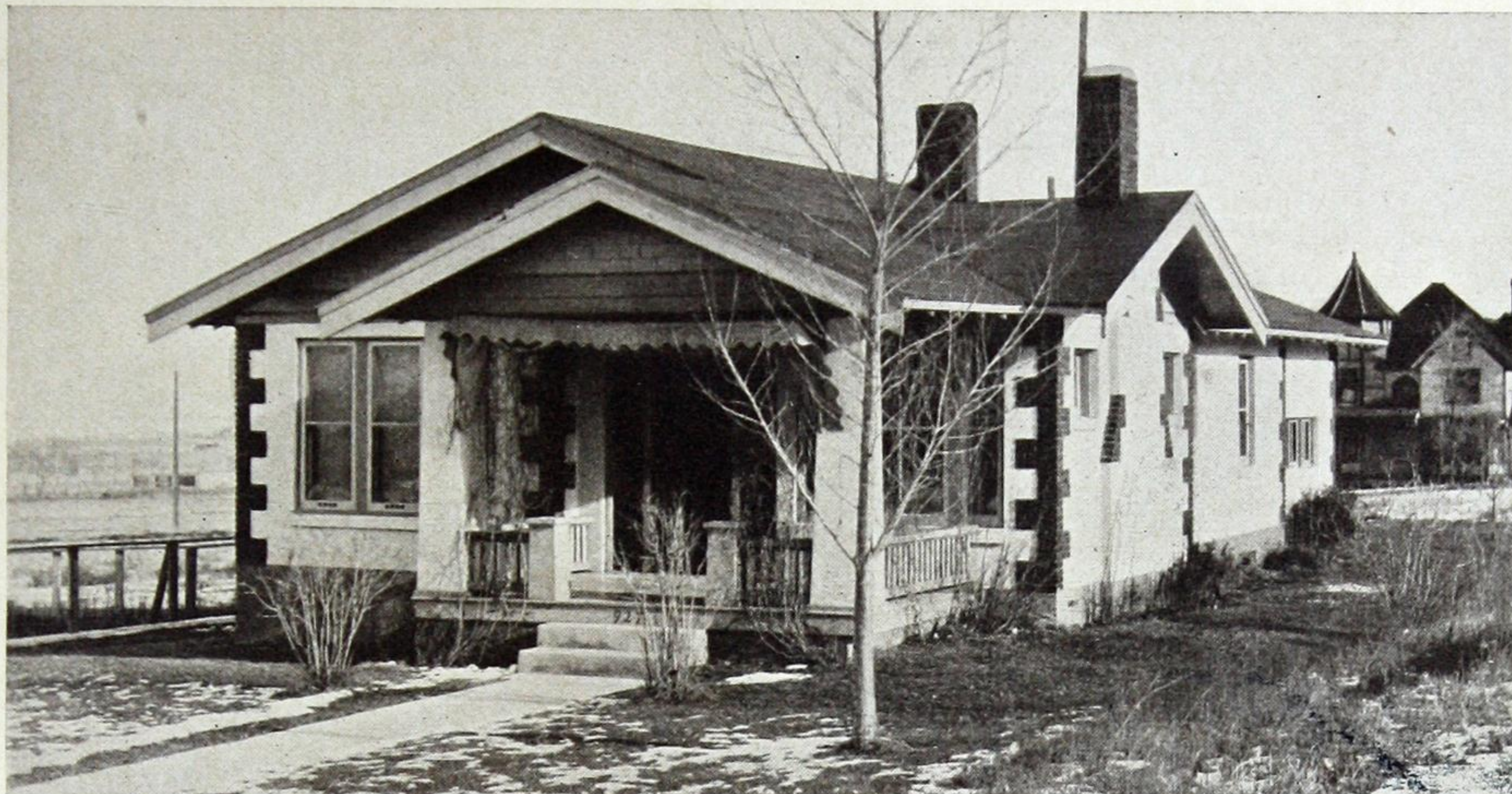
should not be given too much weight. Nevertheless, the general type of people living in the neighborhood is important, especially if there are children in the family, who should be brought up in the right kind of surroundings.

Where there are young children much of the family's welfare and peace of mind may depend on being near, say, within a half mile, of parks, playgrounds, and good schools. The opportunity for wholesome outdoor play is the birthright that few care to see their own children deprived of, and if playgrounds and schools are not nearby, additional cares and burdens are placed upon the mother.

There is no denying the fact that most people prefer a lot that is well set out with trees and shrubs and that can be made neat and attractive. The set of the house with reference to prevailing winds and to the points of the compass may sometimes be a deciding factor.

Not only the size and shape of the lot, but its location in the block deserve attention. For instance, one side of a house may be made most unpleasant if the kitchen or garage of a corner house next door is too close. A corner lot has advantages, but it may be doubly assessed for street improvements, and requires longer fences and sidewalks, which must be cared for both in winter and summer.

In general, land that is well drained is best for residential purposes, and a lot on firm, dry ground is better than one on marshy soil. House foundations resting on filled-in soil almost in-



Note the effective use of brick corners on this hollow tile and stucco home of Ed. Walker, Helena, Montana.

variably damage the house by settling. The cost of foundations and cellar may vary greatly with the character of the soil.

We cannot take the space in this book to treat other important points with which all prospective home builders should be well acquainted. Each buyer should become thoroughly acquainted with all phases as relate to buying a lot or financing the home and we highly recommend the booklet issued by the Department of Commerce entitled "How to Own Your Home." This booklet may be obtained from the Superintendent of Documents, Government Printing Office, Washington,

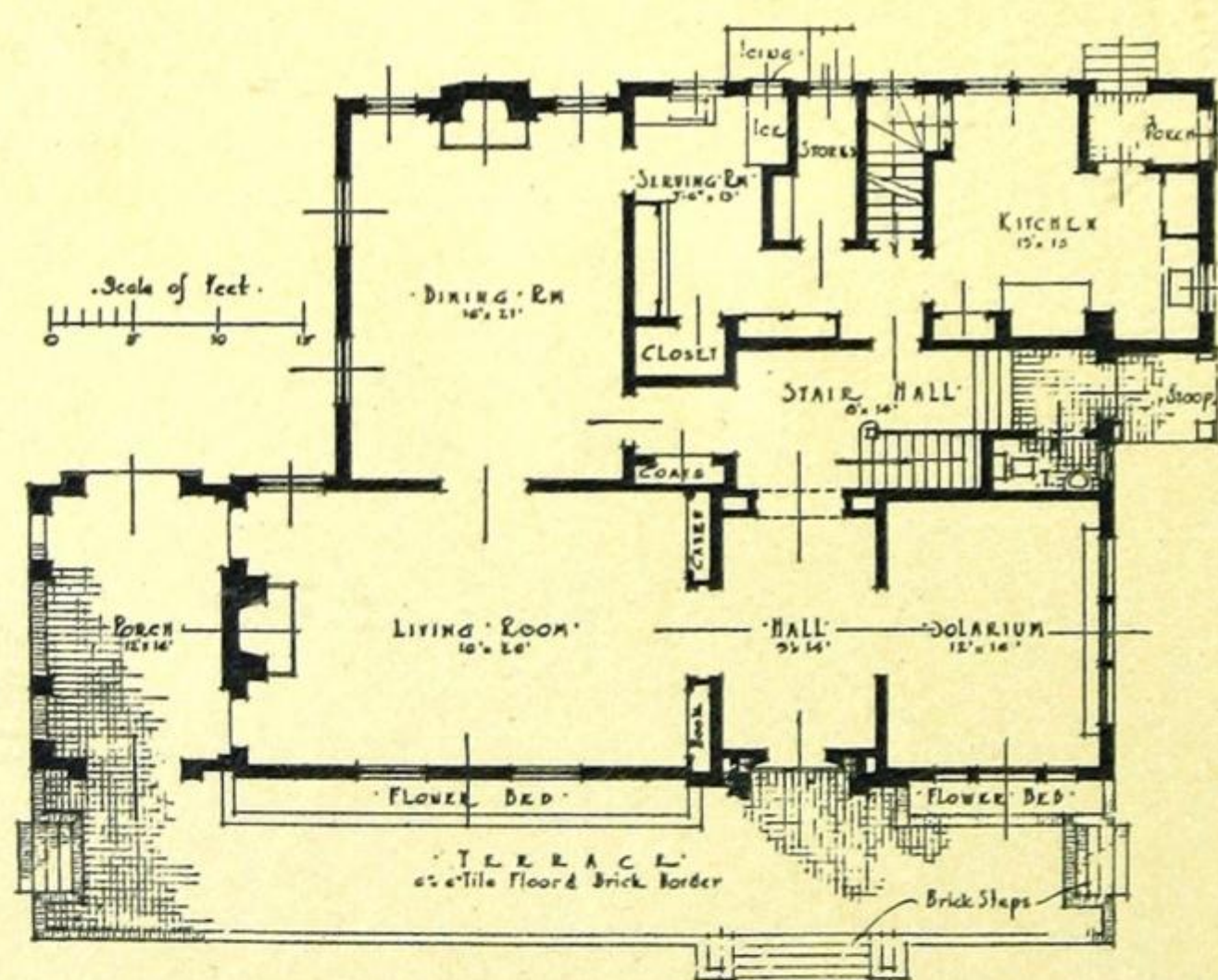
D. C., for five cents and discusses such points as "Problems of Home Ownership," "How Much to Pay for a Home," "Financing," "General Property Considerations," and many other problems of vital interest to a prospective purchaser. This booklet should be obtained and studied by anyone who is contemplating purchasing real estate or building a home, as it sets down the broad outlines of the problem as they confront the home seeker and describe the steps and precautions to be taken in carrying out the transaction with the least possible risk and best assurance of final satisfaction.



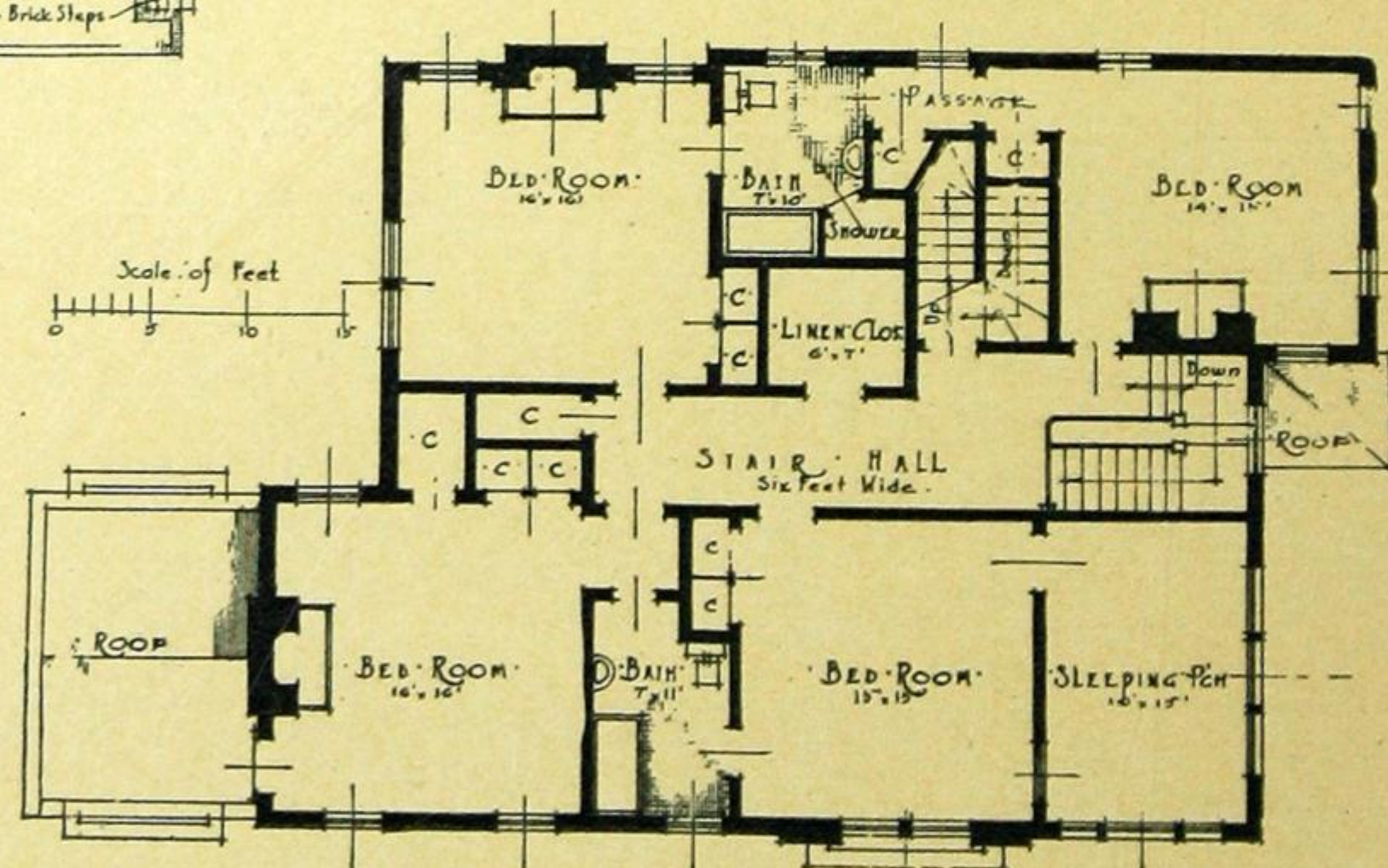
Note the distinctive individuality used in the roof design of this handsome hollow tile and face brick veneered home of L. C. Stenner, of Omaha, Neb.



Spacious residence of Mrs. W. H. Cozart of Augusta, Georgia, erected in 1922 at approximate cost of \$18,000. The home was designed by Willis Irvin, architect, and built of stucco on Dennison "H" wall tile.



1st Floor



2nd Floor

Plan Your Home Carefully

THE building of your home is one of the most important problems of your life. The average man builds but once in a life time. It is an endeavor that takes time to plan and decide upon and should never be gone into hastily. Where individual ideas enter into the general plan, it is well to consult the advice of a competent architect. Where a stock plan, issued by various house design and building material agencies or associations satisfy the builder, they can usually be relied upon, as they are all drawn by architects who specialize in small homes.

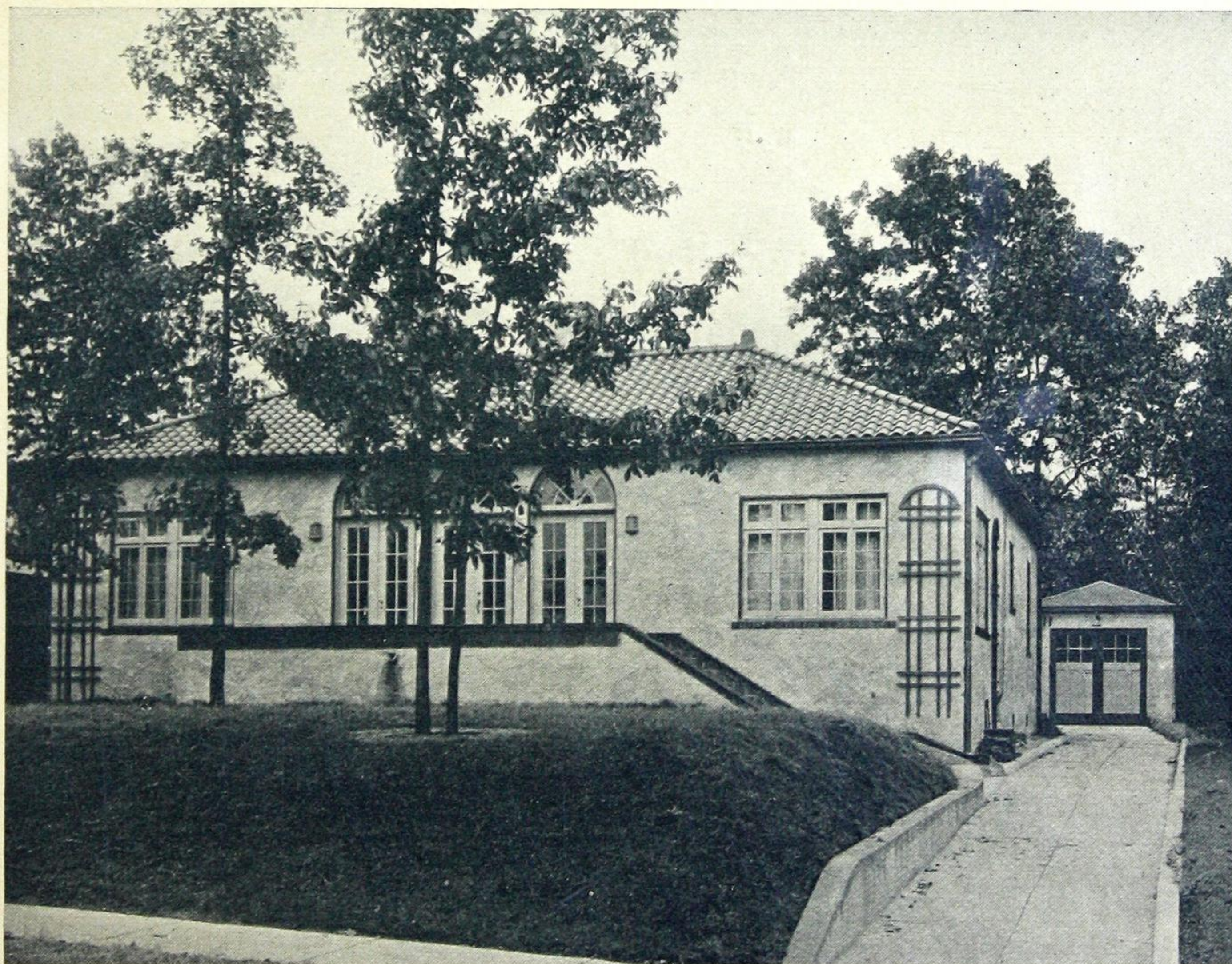
In either case, a contractor should be employed to handle the construction. Few men have the ability and time to handle the building of the home by letting out the individual contracts. A general contractor in charge will eliminate the worry and waste of time and will result in a more successful completed job.

As all phases of various kinds of construction may not be known by all architects and contractors, the Hollow Building Tile Association has compiled literature that will materially assist

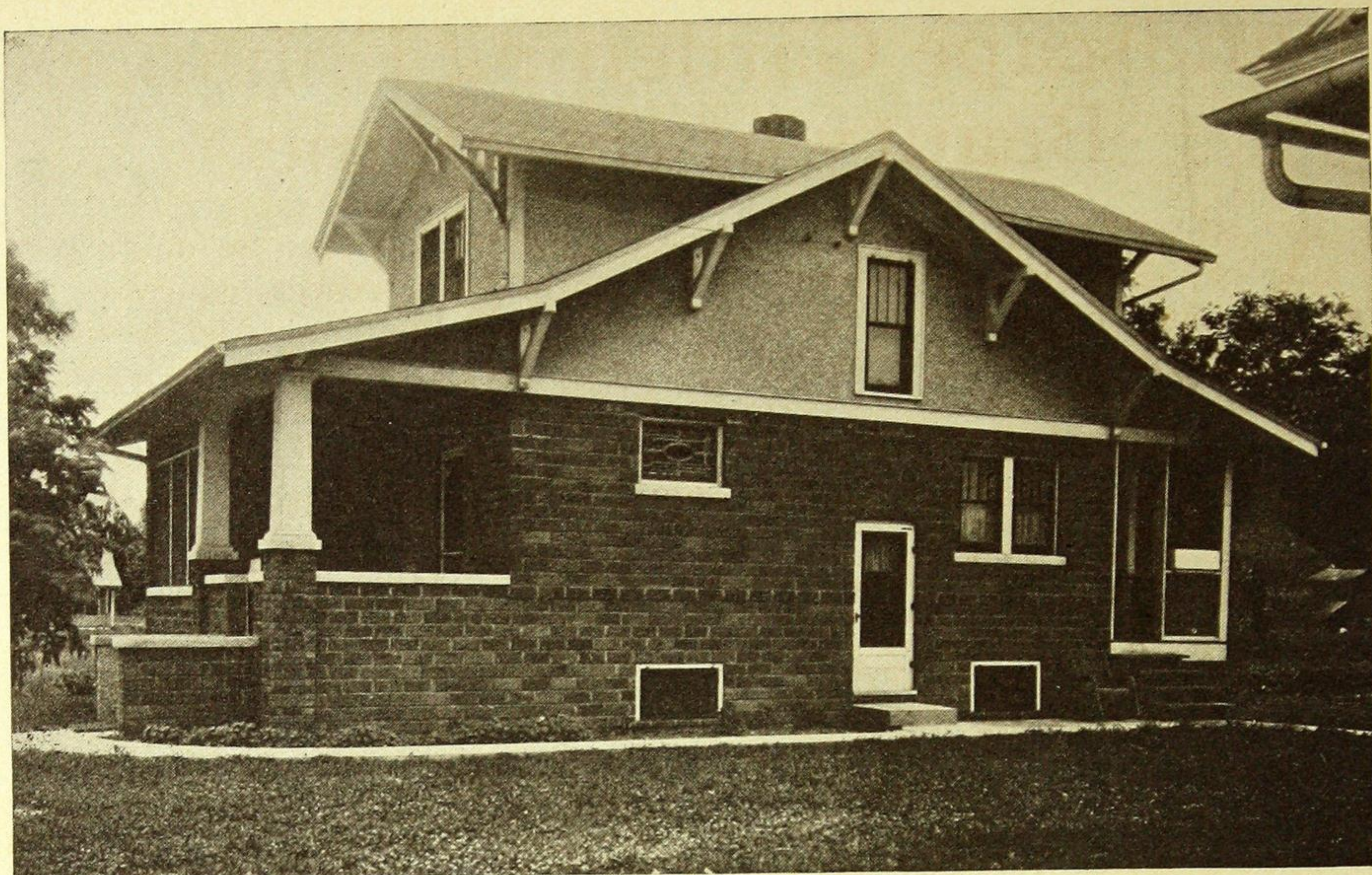
any architect or contractor who may wish information on any phase of hollow tile construction.

The "Handbook of Hollow Tile Construction" is a comprehensive detailed analysis of this subject published especially for the architect, and the "Manual for Builders and Masons" was issued for the contractor and mason.

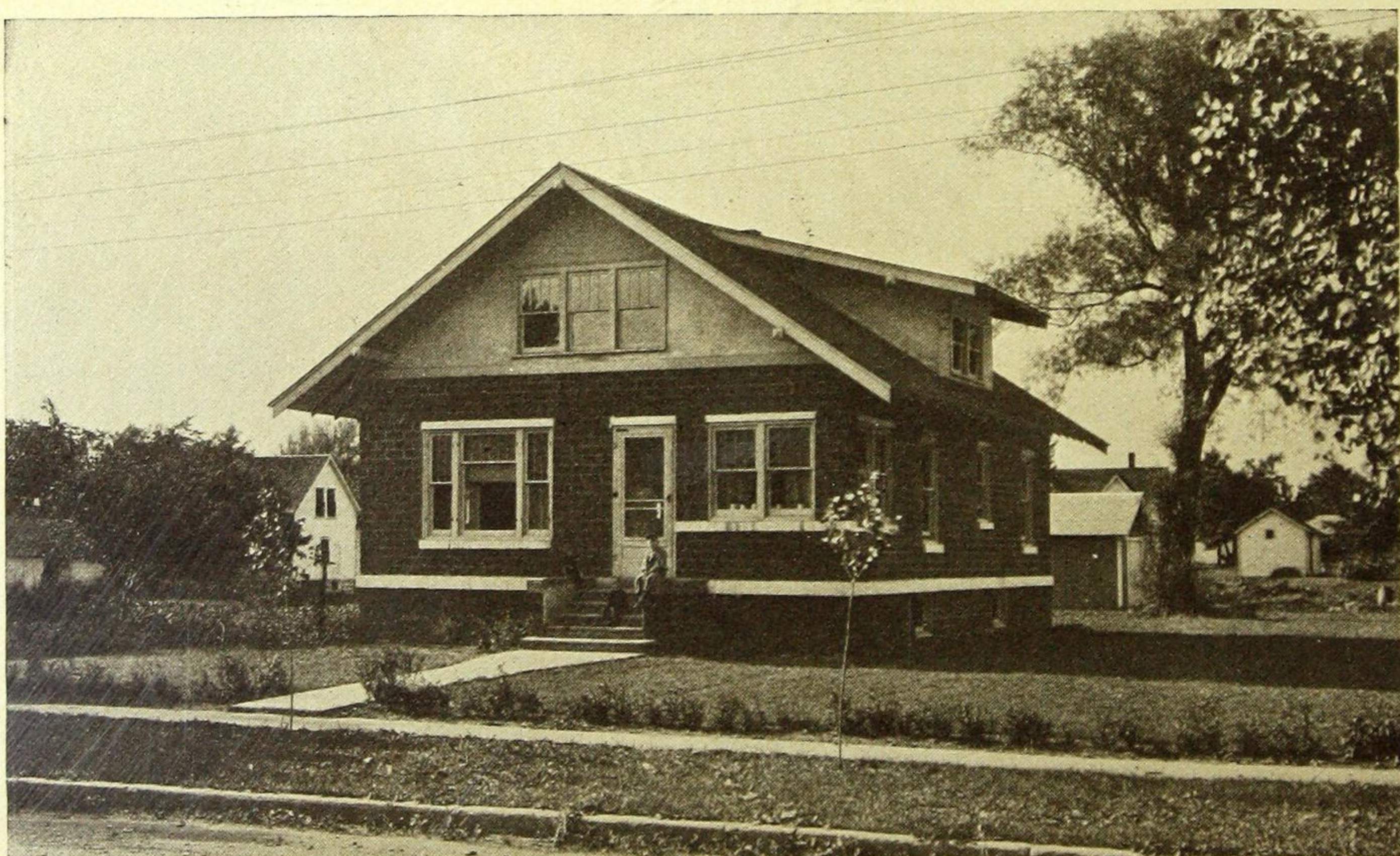
Where additional information is desired on any detail, either of these books will be sent free to the architect, contractor or mason by applying to the office of the Hollow Building Tile Association.



Home of James Keith, Birmingham, Alabama, built in 1924 for \$15,000.



A pleasing effect is obtained in this combination of face tile and stucco over hollow tile, built at
Mason City, Iowa.



Combination face tile and stucco residence. Note the stone courses used to obtain contrast in color.

Landscape Gardening Enhances Beauty of the Home

A BUILDING of hollow tile construction with one or another of the exterior finishes, face tile, stucco or brick veneer, expresses the beauty of dignity and permanence whether surrounded by the luxurious foliage of summer or the bare branches of winter. There is no paint color scheme to adopt as it is permanently built into the house and the only painting required is the window frames and trim.

The landscaping therefore, is to give a suitable setting for the house to enhance its beauty. This is most frequently obtained by simplicity in planting rather than with a lavish use of shrubs or other plantings which entail constant attention and work to avoid a ragged unkempt appearance. Nothing is more attractive and restful than the sweep of a well kept lawn in proper framing.

In considering the purposes of planting in the home grounds, more and more emphasis is being put upon providing reasonable seclusion where the life of the family may be carried on in pleasant weather amid the delightful surroundings afforded by lawn and gardens. Such a place becomes, in effect, an outdoor living room. It is a logical answer to the demands of our summer weather; it carries further the idea which has popularized porch life and puts to valuable use costly space which is frequently wasted.

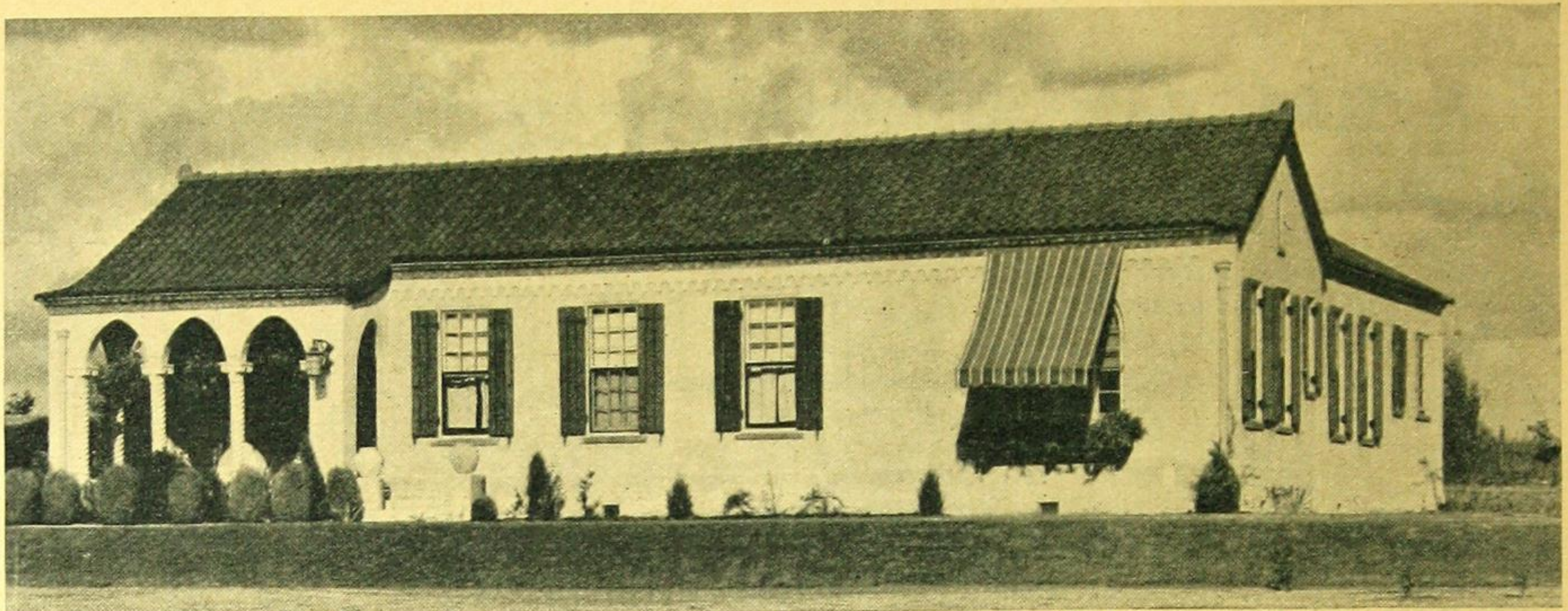
Why should the owner of a 50-foot lot, 100 feet deep, be satisfied to confine his real use of that area to the space covered by his house, perhaps 25 by 40? If \$1,500 be taken as the average ground value of the small home grounds, \$300

worth is all that is thus used. The rest is commonly devoted to purely ornamental front lawn, and frequently unsightly back yard used, if at all, for hanging up clothes. For an expenditure of little more than the cost of a single piece of furniture in the living room, an outdoor apartment may be created with grass for carpet, shrubbery for walls, and flowers for decorations, which may well be the most frequented part of the home during six months of the year.

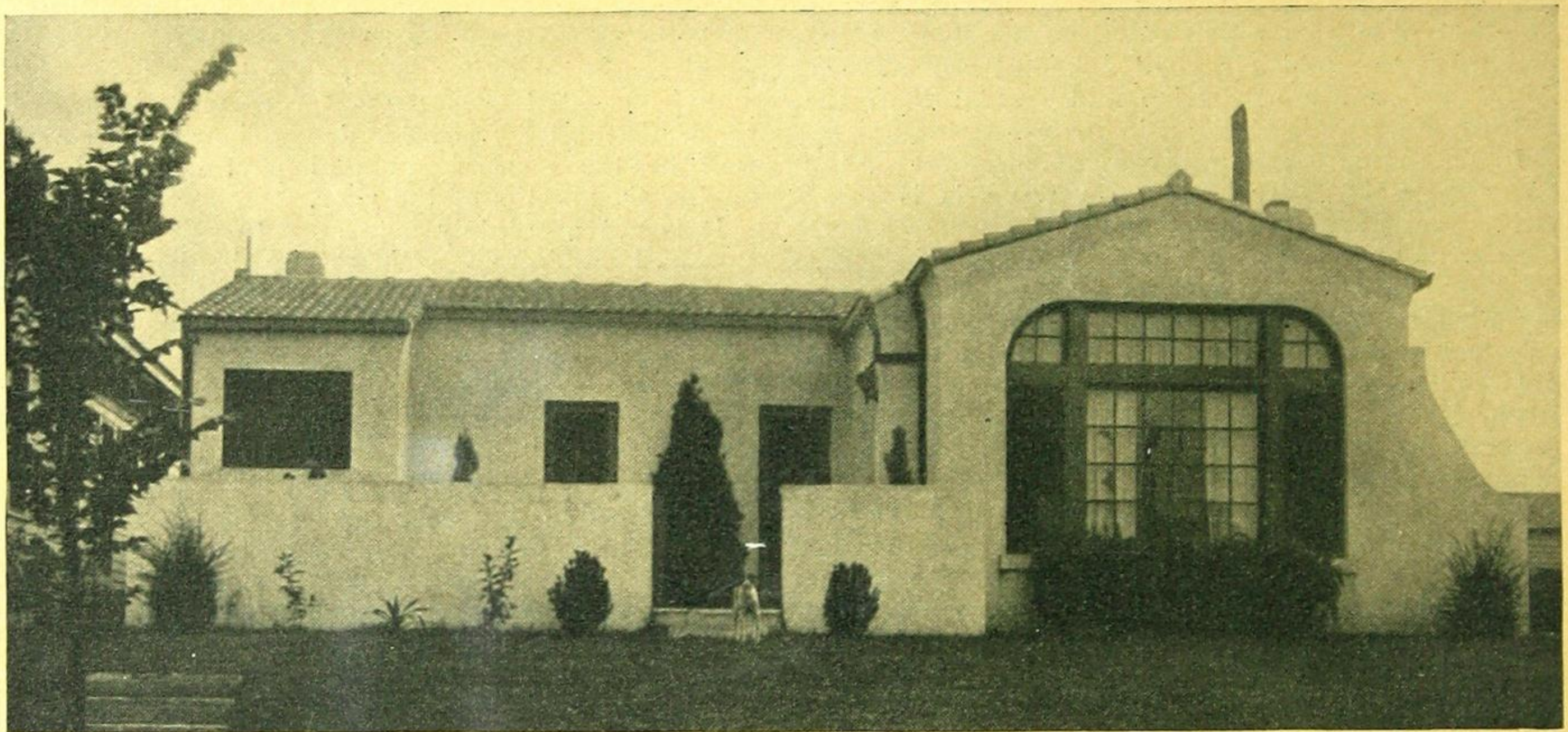
It is not absolutely necessary to employ a professional landscape architect to landscape your home grounds. Of course for those who can afford this additional expense it is no doubt the best way. On the other hand there is an immense measure of satisfaction to be derived from a piece of work you yourself have laid out and planted. It is the object of this article to discuss briefly the principal things to be taken into consideration in landscaping the home grounds of moderate extent and to offer suggestions as to varieties and locations of groups of perennials, shrubs, and bulbs which have been found most satisfactory in central and northern United States.



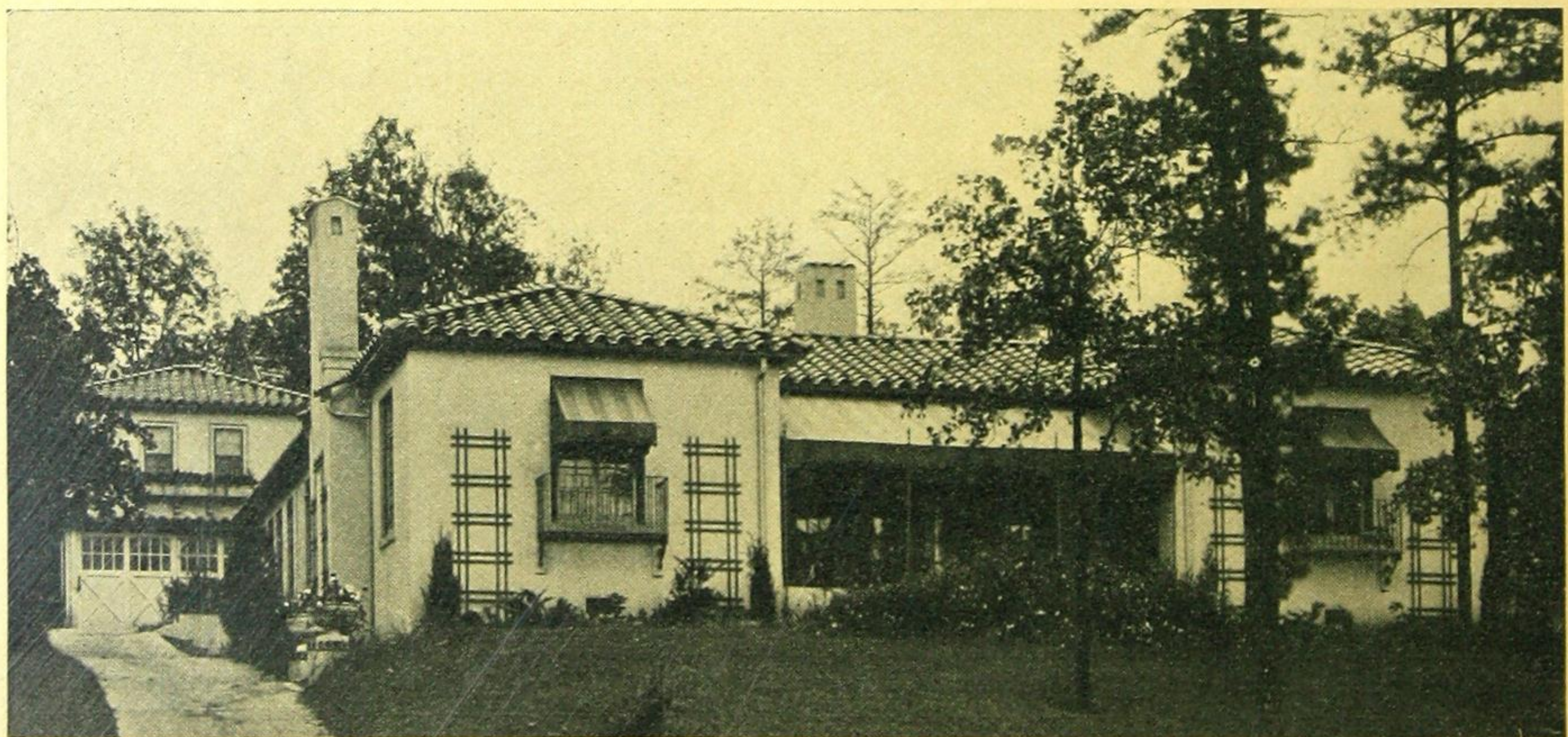
Another face tile residence. Note the effective employment of white trim to contrast with the dark color of the tile.



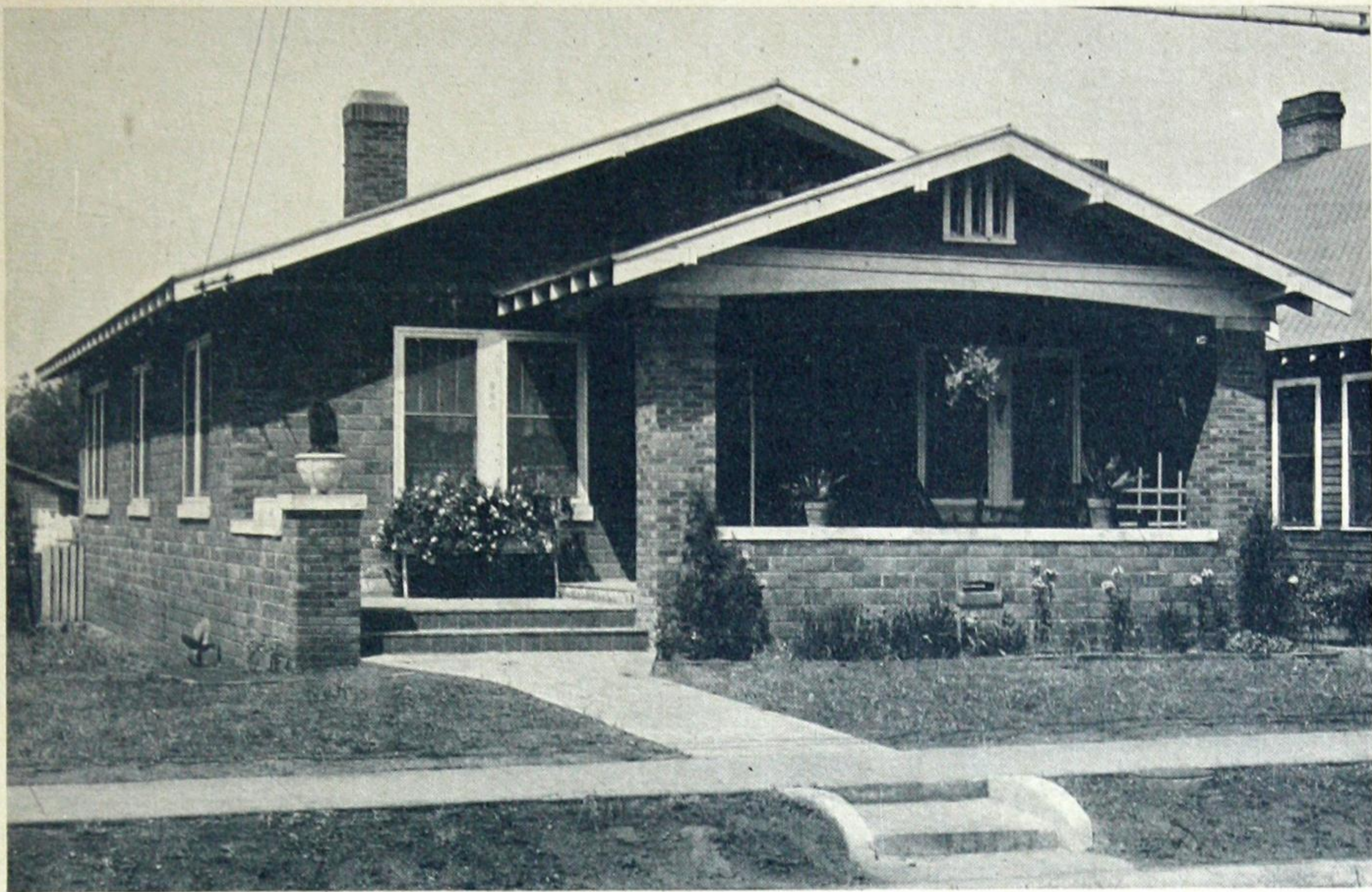
Spanish type of architecture was utilized in this home of Alvin Weil of Montgomery, Alabama, which cost approximately \$12,000. Frank Lockwood was the architect.



Home designed and owned by McDougall brothers of Birmingham, Alabama, which was built in 1923 at the cost of \$8,000.



This artistically designed home of R. D. Cofman. was built in 1924 for \$20,000. It was designed by J. J. Holmes.



A certain air of dignity seems to surround this comely home of Mrs. R. P. Weatherly, of Birmingham, Ala. It was built in 1924 of texture face tile at the cost of \$6,500.00.

THE LAWN

Every effort toward beautification must fail for the lack of a reasonably perfect lawn. It is the setting for all the shrubs, the bushes and flowers whose artistic blending form the background of the home.

So many times, good rich soil is overlaid with the poorer soil taken from the excavation for the house. In the early stages of building this can be avoided by segregating the top from the poorer soil and later, by proper distribution, form a top layer of rich and fertile soil. Otherwise the result is a weak, patchy growth of grass and the cure is the addition of humous to enrich the ground. Oftentimes fine sand or pulverized limestone is spread over the heavy or clay soil together with a complete fertilizer having a high percentage of nitrogen. In any event, some steps must be taken to make the soil more friable.

It must be remembered that a well drained surface is being constantly robbed of its fertility with each hard rain. This is especially true of the newly made lawn which has not the close growth of root and leaf to prevent the washing out process. In sprinkling, also, care should be taken to avoid undue flushing.

The close clipping of the grass during its entire growth promotes root growth and root growth means added and thicker foliage. Do not overlook the fact that growth means the reduction of fertility and therefore, each year, or alternate year, fertilizer should be added. This may be put on

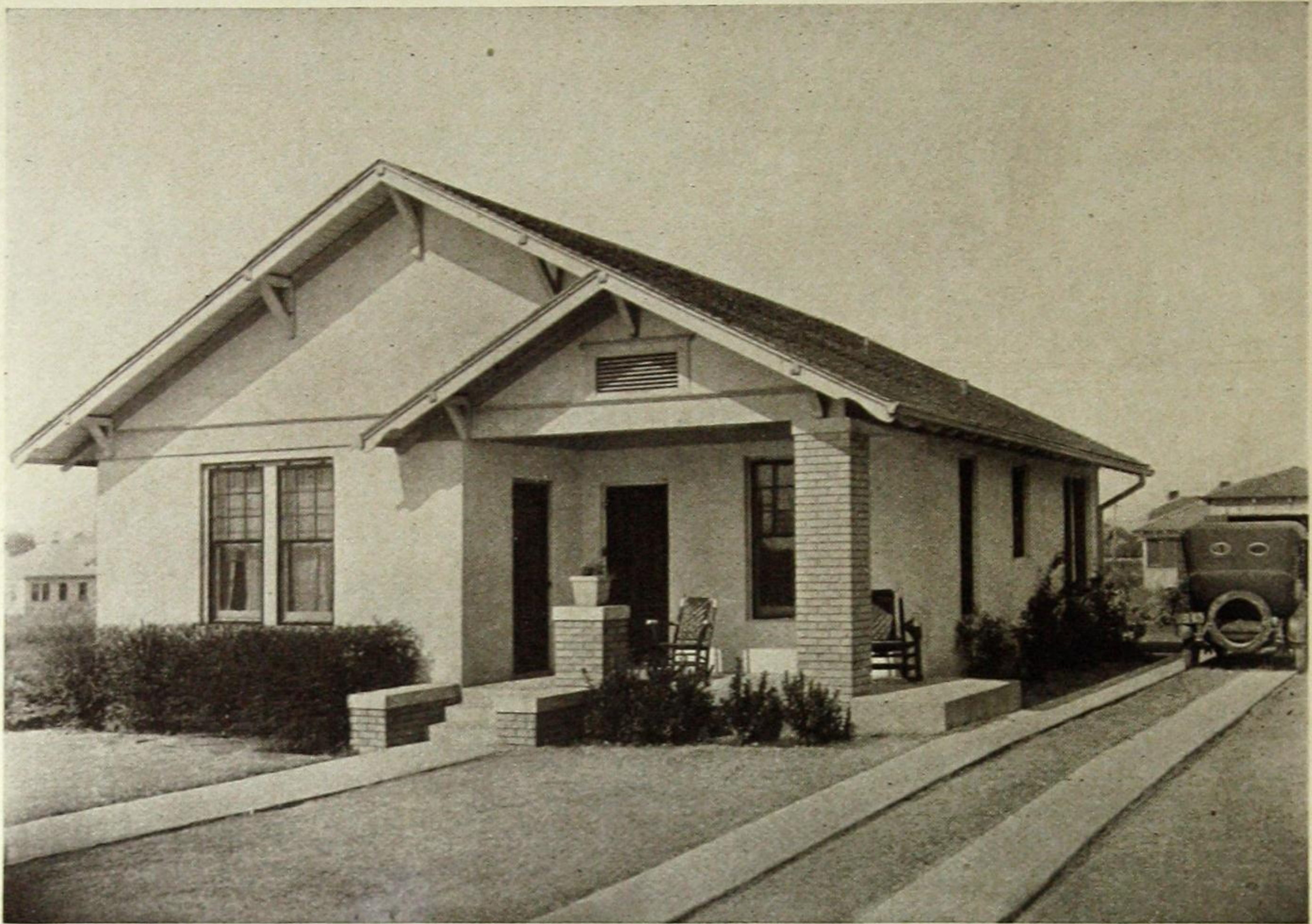
early in the spring after the frost is out of the ground or late in the fall to be carried into the ground by the late rainfalls.

As the constant cutting of the lawn prevents the natural development of seed, each year a light sprinkling of seed is essential. This should be done while the ground is alternately thawing and freezing. Good, clean grass seed, adapted to your soil may be secured from any responsible seed house.

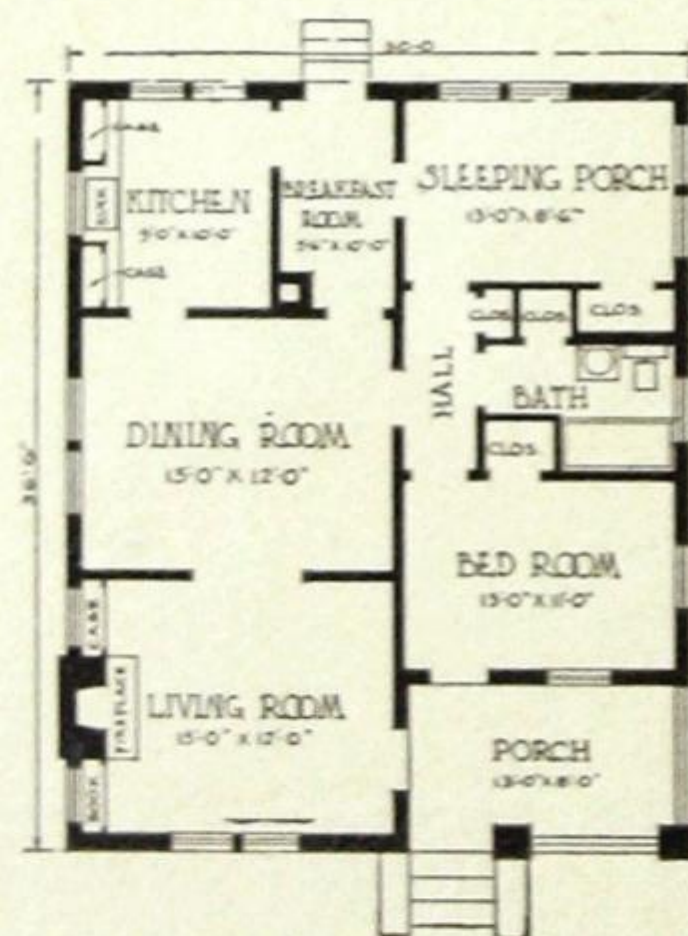
The putting greens of a golf course are finest examples of grass culture. These are being constantly fertilized, reseeded and lightly rolled to maintain an even surface, and every year or two are dressed with a top dressing of sifted earth. Frequently this is worked in and made even by dragging over the surface a woven metal door mat which evenly distributes the top dressing.

However, each one of us must work out our own problem in the simplest and most convenient way with the fact in mind that a few minutes spent upon the development and care of the lawn comes back a hundred fold in satisfaction.

In the landscaping of new grounds the tendency is to overplanting in shrubbery and trees because these ornamentals have not attained full growth. It is well to remember that there is nothing so pleasing, restful and satisfactory as well planned grounds, which express to the fullest degree the beauty and dignity of the simple decoration secured in the grass plot. It lends spaciousness to restricted space and can be artistically framed with ornamental shrubs and flowers.



Note the effective use of brick trim in this tile and stucco home of Walter Cunningham of Dallas, Texas, designed by David D. Swindle and built in 1922 for \$5,500 of Interlocking Tile.



Floor Plan

HARDY FLOWERING SHRUBS

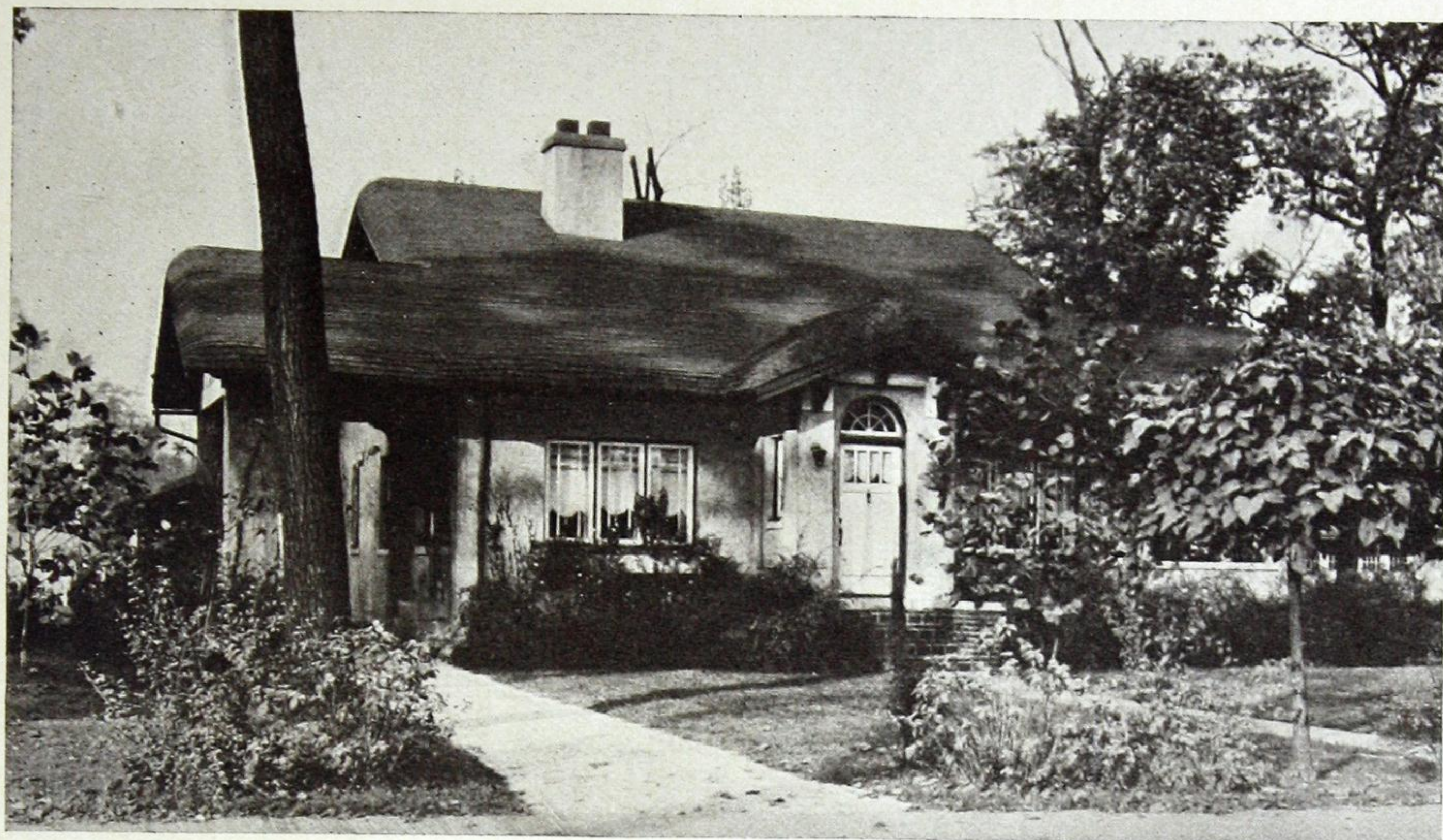
Avoid the use of too many flower beds except in their proper place. Nothing does more to destroy a fine piece of landscape work than geometrical flower beds scattered about the lawn.

The hardy flowering shrub is one of the best materials for all plantings up to ten or twelve feet in height. They live for a great many years, produce the same flowering effect you get from annual plants and if you leave home for a month they are even more beautiful when you return.

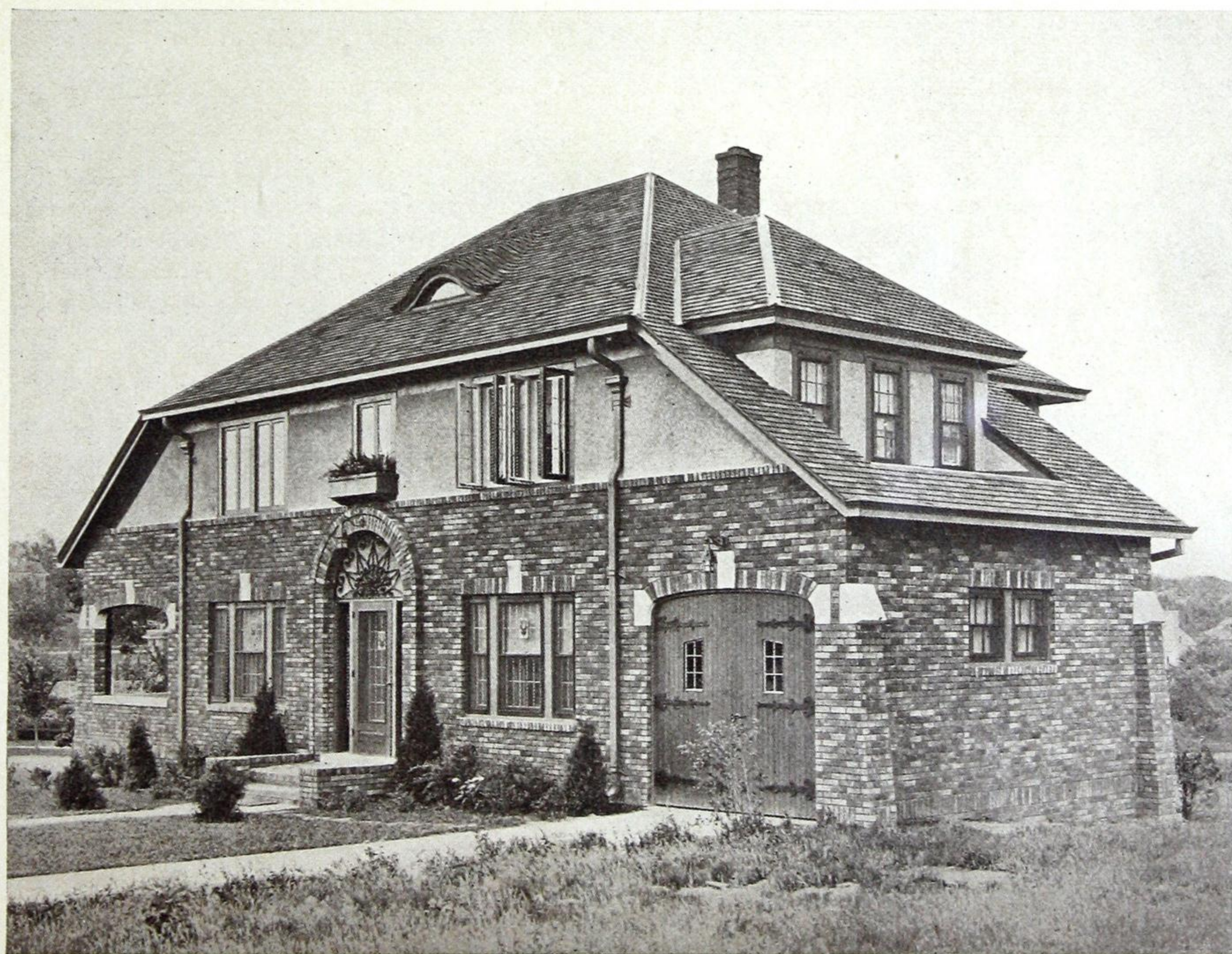
Various nurseries and seed distributing houses publish booklets containing comprehensive explanations as what to plant in different parts of the lot in order to effect a result that will be pleasing and harmonious.

Some list the number and kind of plants to use for screen planting, foundation planting, etc. This has been carefully worked out to obtain the most pleasing effect, and we recommend that these booklets be consulted before landscape gardening is planned.

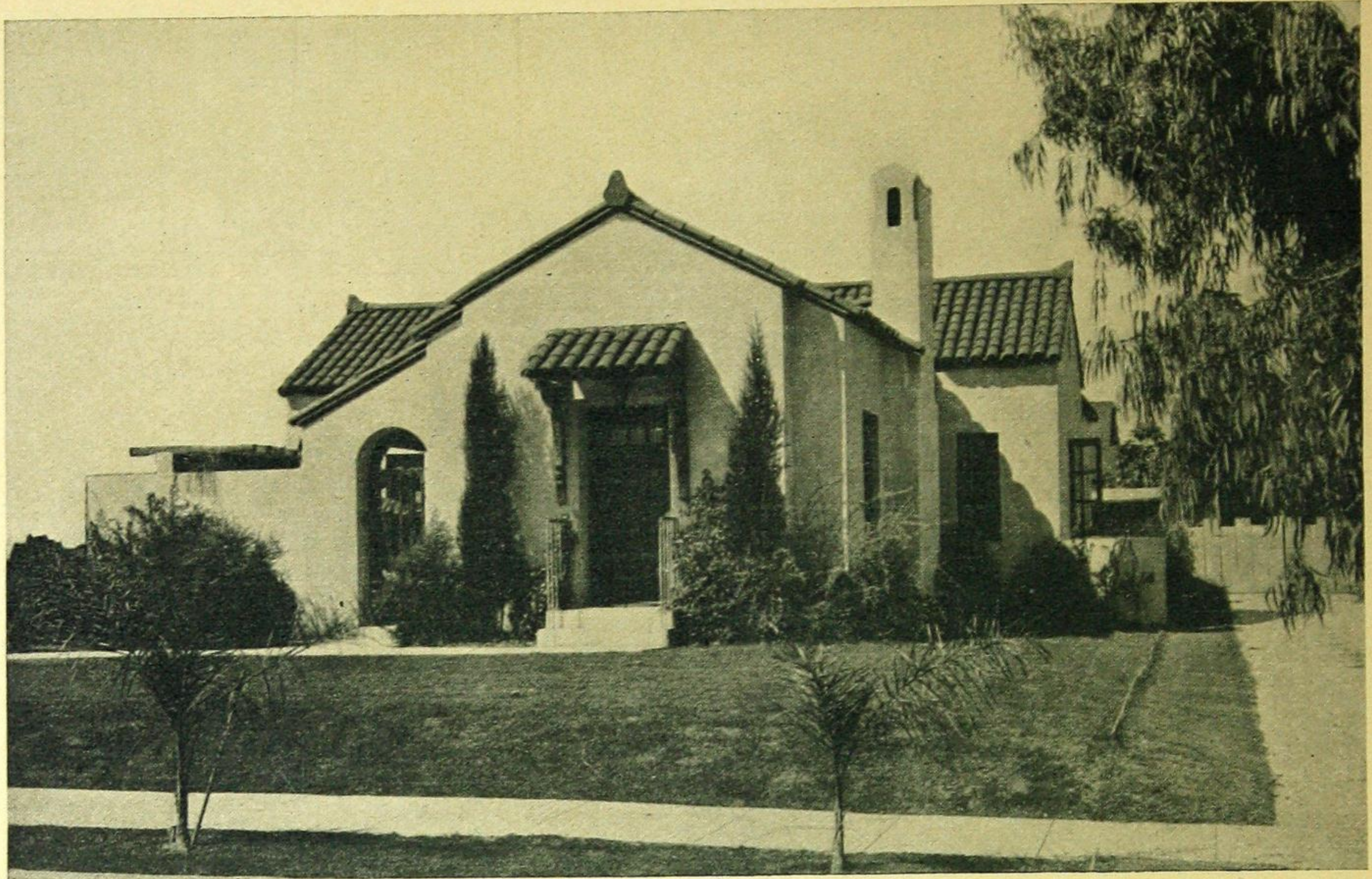




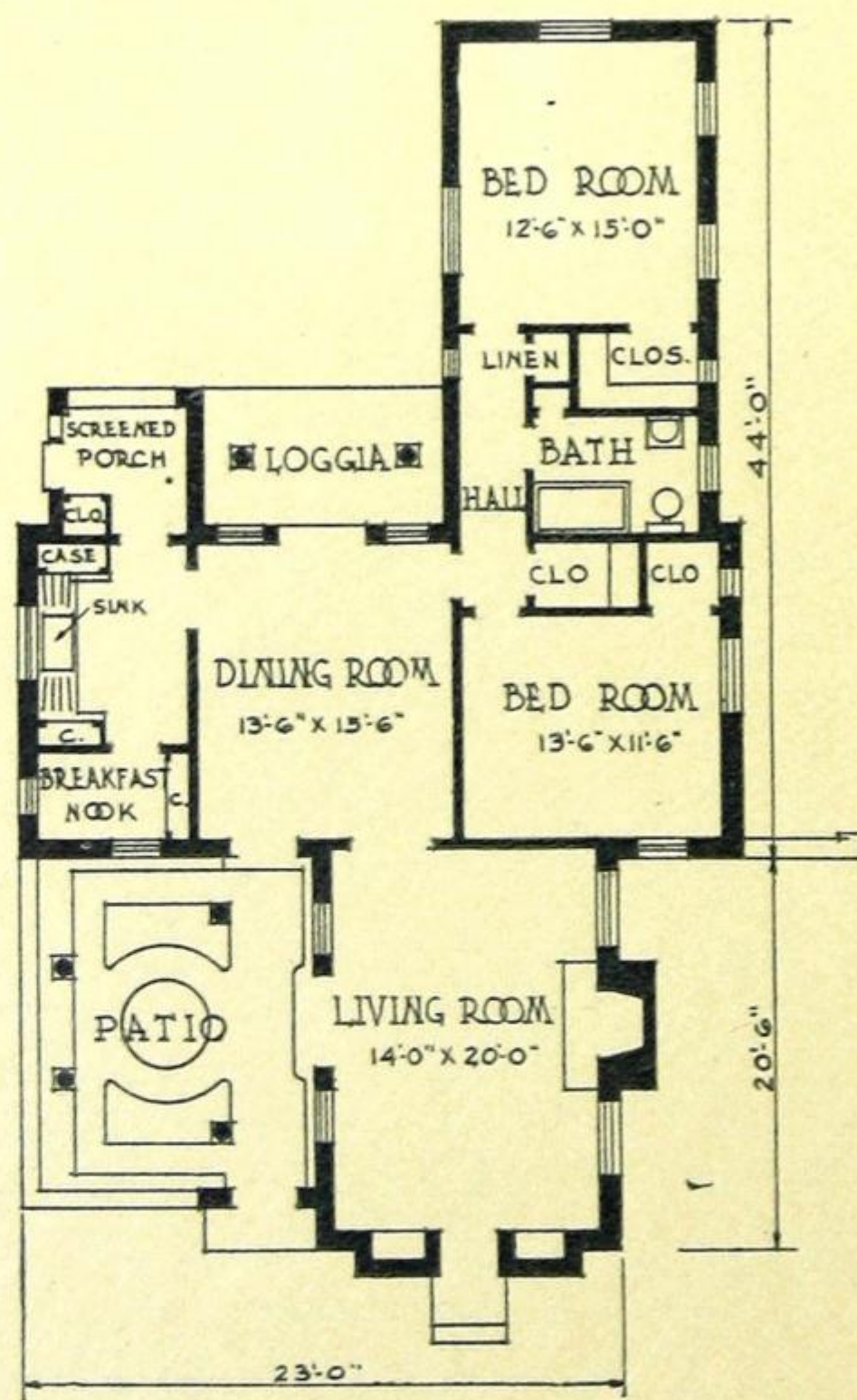
Residence of Carney Chess, Terre Haute, Indiana, designed by Johnson, Miller and Miller, and constructed for approximately \$15,000.



Beautifully constructed face brick and stucco home, built of Bufftex tile, for Leslie Johnson, of Omaha, Neb.
There is no danger of fire from the adjoining garage in a home of hollow tile.



Note the dignity of this artistically designed California home designed by Ernest Irving Freese and built by H. E. Knerr of Los Angeles, California.



Floor Plan

FOUNDATION PLANTINGS

In starting to landscape the home grounds invariably the first place to receive treatment is the foundation of the house. This is the most prominent place and there always seems to be a need of some sort of planting to connect up the house with the grounds and make it a natural part of the whole scene. The first place to receive consideration should be the main entrance.

A *Spiraea Van Houtte* planted on either side of the entrance is a foundation planting well started. Work from this point around the house. It is not desirable always to cover up all of the foundation unless it is made of some unattractive material. Naturally it takes a knowledge of shrub varieties, character of growth, height, color and time of flowering to work out intelligently such a foundation planting. It is to furnish this type of information that groups particularly suited for special locations have been tabulated in the catalogues mentioned. In a majority of cases they can be used just as arranged, a little change in the general shape of the group will fit them to any location.

Where the steps are at the side only half of one of the porch plantings could be used. One of the main things in the suggestive plantings for the foundation of the porch and corners of the house is to show what varieties of shrubs work well together and what distance apart they should be



A palatial home in a beautiful setting, owned by James E. Blythe, of Rock Glen, Mason City, Iowa. The home was designed by Walter Burley Griffin, Chicago architect.

planted. Often there is a long straight stretch along the side of the house which is always best broken up by a small mass planting of shrubs.

Always plant in clumps and never plant in straight lines. The secret of naturally attractive grounds is a natural grouping or placing of shrubbery in masses with open stretches of lawn between. That is why a star shaped flower bed always strikes a discordant note in well arranged grounds.

ENTRANCE PLANTINGS

Next to the entrance of the house one of the most important places requiring plantings of shrubbery is about the entrances of walks and drives. In entering the grounds you begin to form your opinion of the whole place as soon as you reach the gate.

A walk leading to the front steps is always a prominent feature and a planting on both sides of the outside gate adds greatly to the naturalness and beauty of the entrance.

Usually low varieties of shrubbery are most desirable for this location but sometimes a mass of medium height plants seems more desirable according to the location.

SCREEN PLANTINGS

In almost every grounds there is a building or view that detracts from, rather than adds to the attractiveness of the whole scene. How easy it is to cover up such a view with one that is pleasing.

The small planting suggested for the side of the house makes an ideal screen when placed in front of a small building. The higher the building the higher the varieties of shrubbery which can be used.

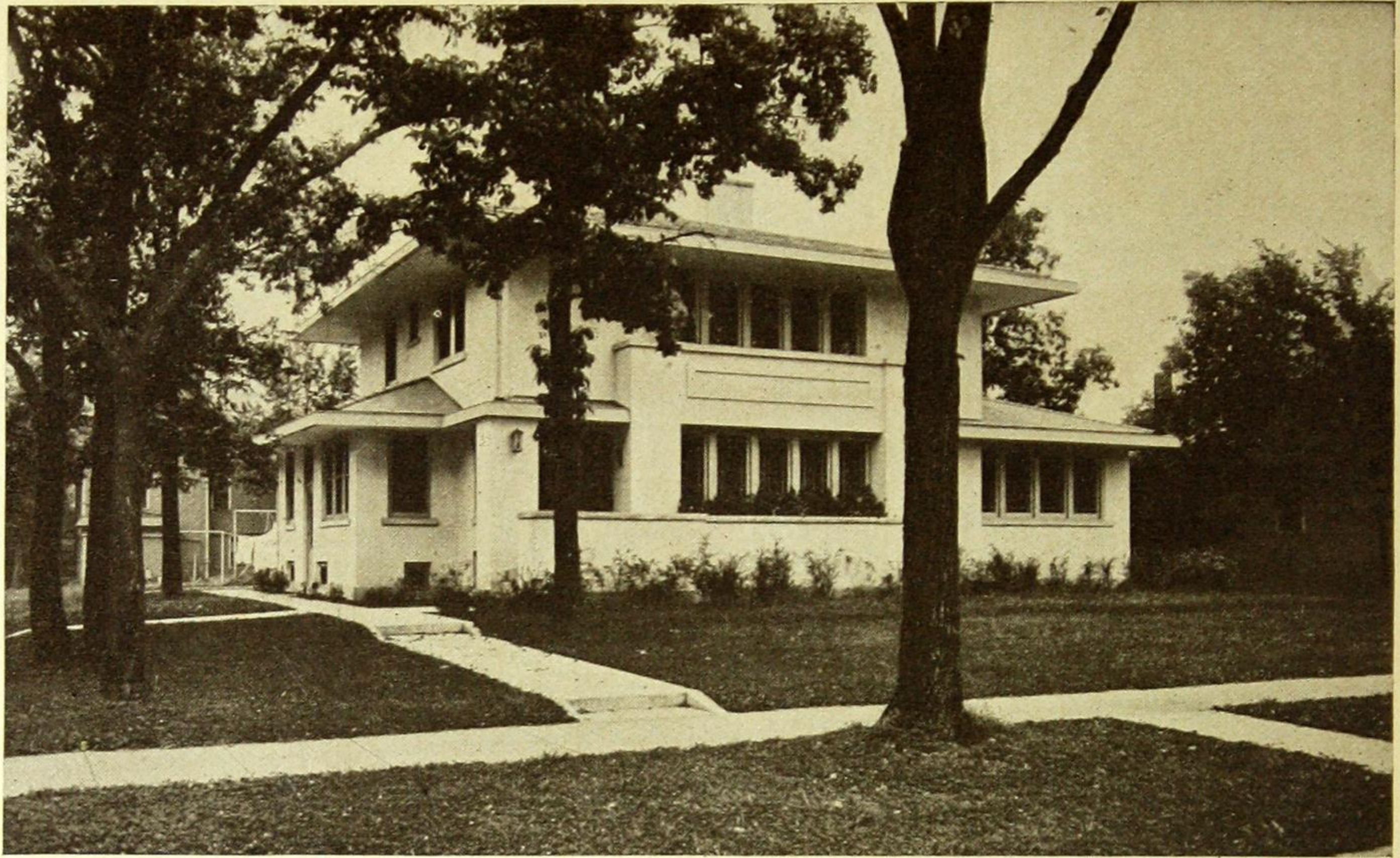
Sometimes a view somewhat in the distance is the objectionable feature, such as a barnyard shed or chicken coop. A tall planting of shrubbery along the boundary of the grounds will screen this and at the same time provide a delightful variation of flowering plants, some of which will be in bloom every month of the summer.

This planting also makes an ideal one for the side of the grounds, cutting off the view for a few feet and bringing out and intensifying it at the ends. It is a good plan to screen off another house in the next grounds and at the same time give privacy to your own grounds.

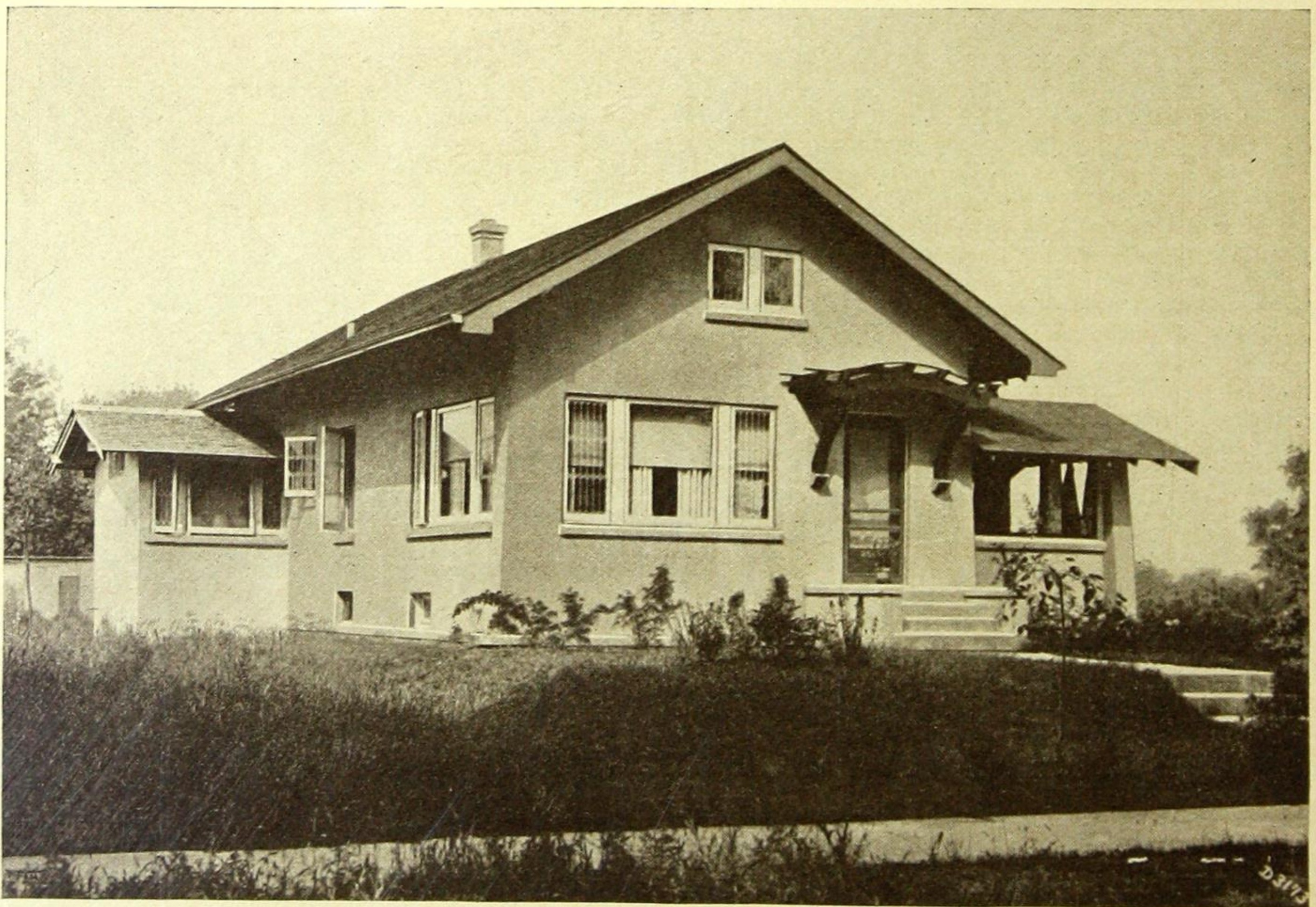
CORNER PLANTINGS

In moderate sized places a planting in the front corners of the grounds is almost a necessity for the best effect. This planting may be of low growing shrubbery and of only a few plants, if the grounds are small.

The entrance plantings, for instance, might be used in the corners of a small front yard and no plantings be used about the walk entrance. The back corners of the grounds naturally take higher plantings. They are the background for the whole planting scheme.



Residence of Carl Franke, Mason City, Iowa, built of Denison load-bearing tile.



Tile and stucco residence of Albert Baxter, Park Ridge, Ill.



Individual design is evident in this home of R. A. Trentle, Columbia, S. C. J. Carroll Johnson was the architect.

THE BIRD'S CORNER PLANTING

A great many people enjoy having birds about their grounds. Winter species of birds especially cannot make their home in grounds where no provision has been made for feeding them. Blue Jays, for instance, feed on a great variety of winter berries such as bitter sweet, wahoo, sumac, wild grape and dogwood berries.

In the summer, Robins are especially fond of blackberries, raspberries and mulberries. The mulberry tree would make a good place to put bird boxes or to hang pieces of beef suet in the winter. Birds belonging to the Woodpecker family are very fond of beef suet.

HEDGE PLANTS

Some locations almost require a hedge of some sort. There are a number of exceptionally good shrubs that make fine hedges. Of the Privets, Ibotia, Amour River and Common Privet are all good while the California Privet should never be planted in north central United States because of winter killing.

The Rugosa Rose makes a natural hedge plant without any pruning except to cut off straggling shoots. The single roses are produced in abundance over a long season. The foliage is very resistant to disease and insect attack.

Probably the best shrub for a low hedge is the Japanese Barberry. It is not attacked by wheat rust. The autumn coloration is as brilliant as any

other shrub used for landscape purposes and the red berries hang on all winter.

VINES

No vines are included in the foundation planting groups. Everyone has his favorites. The greatest effect for the investment can often be realized through the purchase of a few vines for the porch. A couple of Virginia Creeper plants will quickly transform a porch from a gaunt, unattractive structure to one of beautiful green.

The Japanese Clematis is naturally a favorite because it is hardy, a vigorous grower and the only one of the porch vines to bloom profusely in the fall. Hall's Japanese Honeysuckle is noted for its fragrance and habit of blooming almost continually throughout the summer. The Wisteria is an old favorite and is an excellent porch or pergola climber. No porch is complete without at least one vine. A rambler rose, a honeysuckle and a clematis give almost a continual succession of bloom during the entire summer.

BULBS

The first bloom in the spring is always appreciated more than one of three times its beauty later on in the summer. Along the edge of the shrub beds is the ideal place for planting of tulip, crocus, daffodil and narcissus. An old broom handle sharpened on one end makes the ideal tool for planting bulbs. Punch it into the ground the



Residence of H. S. Ebert, built in Newton, Iowa, in 1922, for \$6,800.

desired depth, drop in the bulb, growing point up, press down the dirt over the hole with the foot and the bulb is planted. These bulbs must be planted in the fall or early winter.

PERENNIALS

So far nothing has been said about flowers for the inside of the house. Here lies one of the greatest sources of pleasure and enjoyment of flowers. The annual flowers require planting each year while the perennials do not require half the attention and present equally as varied a collection of desirable blooming varieties.

Once planted they are a joy for years to come.

Some prefer to use perennials in a formal garden effect, but the majority like them in a bed.

The blooming season for the group starts early and lasts till frost time in the fall. It will furnish a continual procession of cut flowers for the house and while not a large planting, if given average care can be enlarged the second year by dividing the largest clumps. The cost of such a planting is within the reach of everyone.

CARE OF SHRUBBERY AND PERENNIALS

Up to this time the discussion has not mentioned the care of shrubs or perennials. It is not as

much as required by an annual flower garden of equal size. However, it must be remembered that, especially when first planted, shrubs and perennials are babies and cannot compete unaided with their natural enemies, the weeds. Above all else keep the shrub beds covered with a heavy coat of manure at least three inches thick the year around. The perennial bed should also be kept mulched with manure. It is always best to give a heavy application in the early winter and work this in about the shrubbery and perennials in the spring.

THE VEGETABLE GARDEN

What is more delicious than the vegetable when brought in fresh from your own garden. A small, sunny plot will produce abundantly, but do not plan a garden on so large a scale that the majority of the vegetables will go to waste and in addition, waste your own time and labor.

Your garden can be made as attractive as a bed of blooming flowers, and, in fact should be surrounded with blossoming plants with some of the hardy varieties growing alongside the practical utilitarian radish, onion or ripe red tomato.

A hedge of roses, or bed of high growing perennials may separate the garden from the lawn and instead of being only an ugly practical element, your garden can be made a thing of beauty and a source of joy.

Hints on Interior Decorating

TO LIVE in a home which reflects good taste in its interior contributes much to the charm and satisfaction of life and nothing helps more to educate the children to an appreciation of good taste than to bring them up in a home where a harmonious setting is in evidence.

The ideal house today is planned for every day comfort, convenience and livableness, and this influence extends to the furnishing and general scheme of decoration. Happily the day is past for filling the home with uncomfortable furniture, depressing draperies and the dust catching bric-a-brac which belongs either to the museum or the ash pile. Simplicity is the essence of good taste and comfort is its hand maiden.

The use of color is a subject which should be given much thought and careful consideration as proper use of color is one of the most important matters in the creating of a home which will be considered artistic and at the same time give a delightfully restful impression.

In this connection it is well to remember that yellow tones tend to illuminate, while blue or violet darken. Red advances and blue recedes. Red excites and blue soothes. Psychologists have compiled interesting charts showing reactions of all possible color combinations but with common sense as a guide and a reasonable understanding of tone

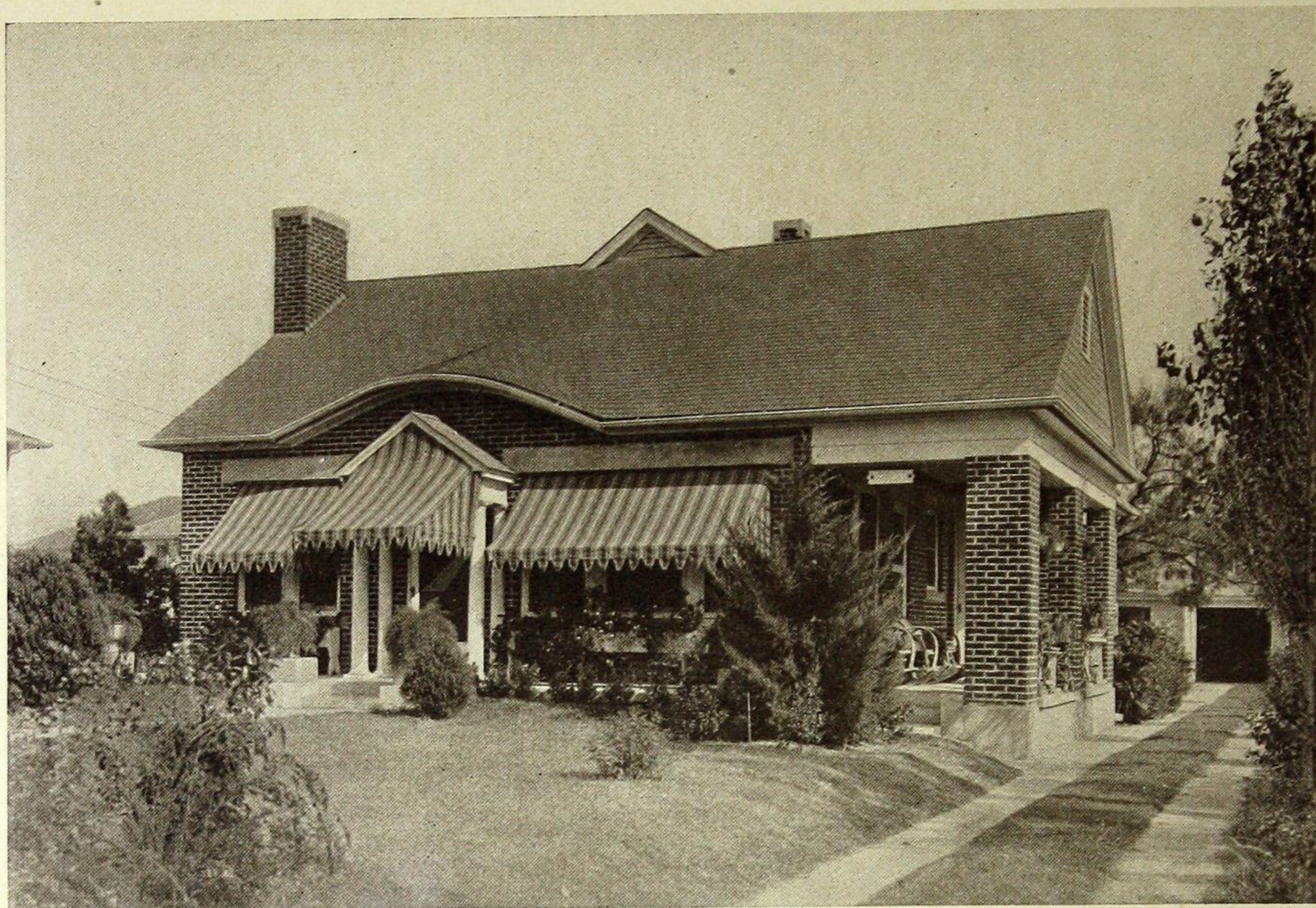
values coupled with individual preference no one will far miss their objective.

The walls are the backgrounds of your furnishings and care must be taken to see that there is a pleasant blending of the two. Sharp contrasts in color are unpleasant to the eye and tend to give an atmosphere of harshness. The effect to be striven for in a newly completed home is to tone down the newness, to reduce the contrast between the loved and used furnishing of the old home and the new. Unobtrusive ivory, greys and browns often aid but care must be taken that the tones have warmth and are not too cold and formal.

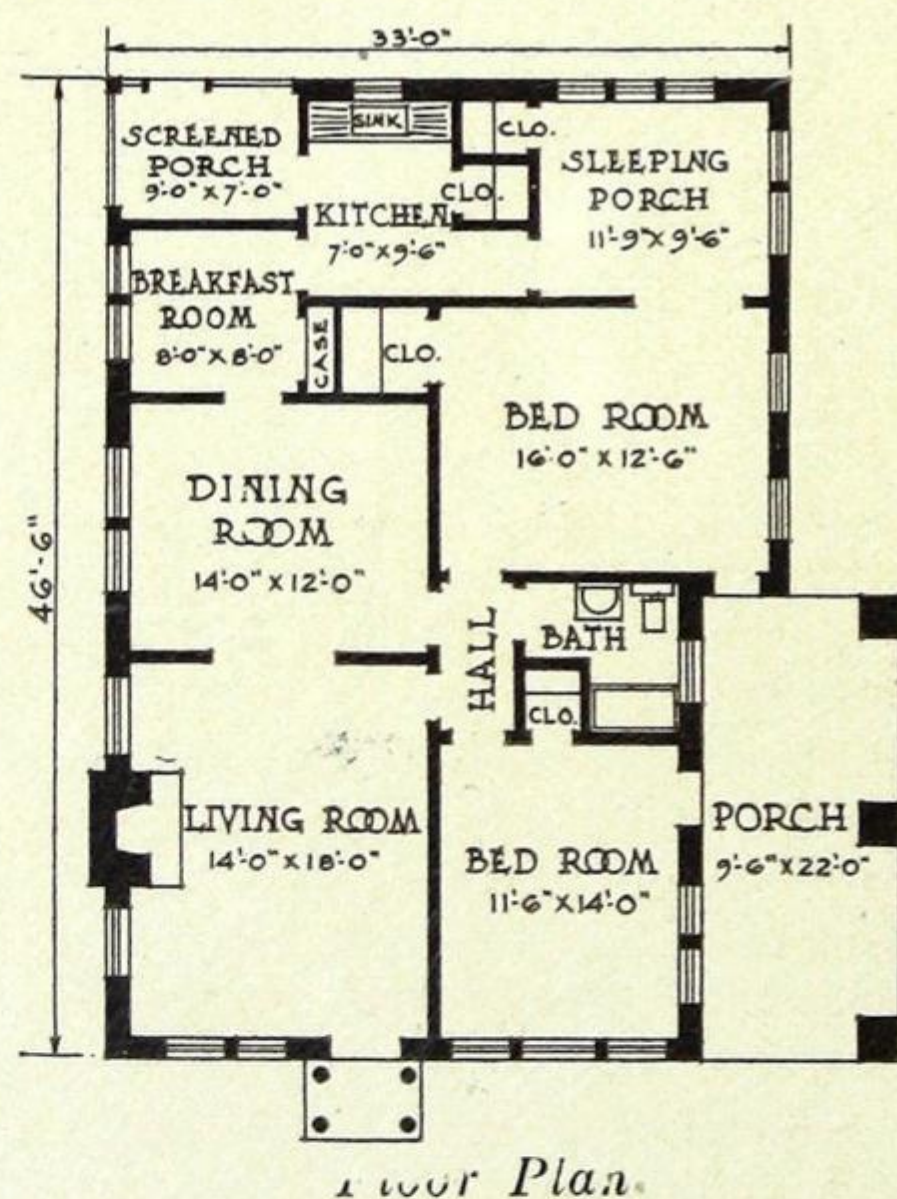
The colors of the walls and ceilings, in many cases, overcome the physical defects of a room. Dark walls should be avoided, especially in small rooms as it tends to draw the walls together and gives the room a feeling of being smaller than it really is. Study for the effects of space and freedom as a setting for the furnishings you must use. Above all give it the intimate feeling of always having been used. One of the most experienced



Note the similarity of design in home and garage of M. C. Clapp, designed by C. W. Terry, architect and built in Wichita, Kansas.



Home and garage of J. R. Dedman, designed by Perry Kirkpatrick Company and built in Dallas, Texas.



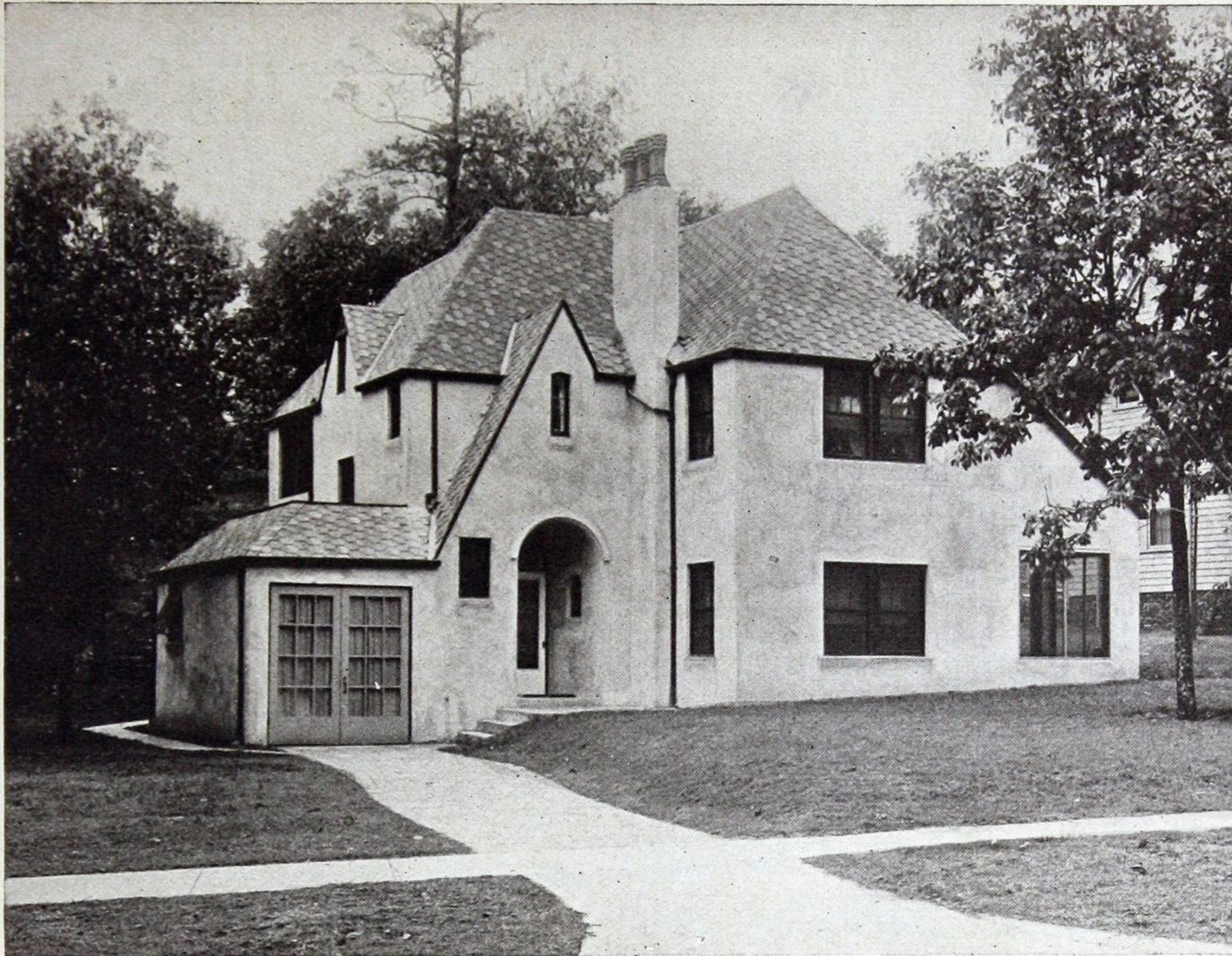
of New York's interior decorators in completely furnishing a new home for a client weathered the draperies by exposing them to sun, dew and air, thus securing subdued tones and impression that the new material had been long in use. Substantial old furniture of good design was purchased, refinished and recovered, and so on. Eventually the owner entered his home, not so much with the feeling of going into a new, unknown environment as to his own home with its own associations.

In a great majority of cases families who are building a new home or purchasing one

already constructed, have their own furniture and most utilize it in their new surroundings. There is no necessity in discarding all of the old furniture and buying new, even where it can be afforded. Old furniture, if well constructed, will not effect the artistic atmosphere of a home if it blends with the background, but will on the other hand, give it a homelike and comfortable air. Newness is not a necessity to interior furnishing, but rather tends to make the home formal and strange. The early American furniture was crowded into attic and store room to make place for the shiny, new pieces. Later it was resurrected and today is prized above all.

Where possible, the general shape of the furniture should in a measure, correspond with the room. Where the rooms are more than the average height, the chairs may have higher backs and small rooms should not be crowded with large and heavy furniture.

Where the home is being new constructed, the color finish of the woodwork should be designed to blend with the furniture already owned or to be purchased, and where the home is purchased, refinishing the woodwork of the house offers an interesting field to the enterprising housewife. There are many possibilities in the old rooms, where the woodwork can be brightened to dispel a gloomy appearance. In refinishing, the color scheme of the woodwork should be three to four tones darker than the walls, and old furniture is vastly improved in appearance when placed in a room, the walls and woodwork of which has the same general tone effects.



Tile and stucco home and garage designed and built by B. M. Eastburn of Birmingham, Alabama, in 1924 for \$10,000.

There can be no fixed set of rules set down for the housewife to follow. Much must be left to her artistic taste, but one thing to be remembered is the fact that a perfect home can not be created at once and by one person. Ideas will come from time to time that will add a touch of beauty here and there, but each home, though individually treated, should breathe a spirit of hospitality, friendship and ease.

The householder who has old furniture to move into a new home may find satisfaction in the fact that at a recent exhibition of furniture arrangements, nothing but old furniture was used; but the effect obtained by following out the correct color arrangements was so pleasing that the exhibition caused much favorable comment. Regardless of all that may be said—individual preference and individual taste will always rule.

Modern homes are answering the call for efficiency and elimination in useless work. This idea should be carried out throughout the entire house

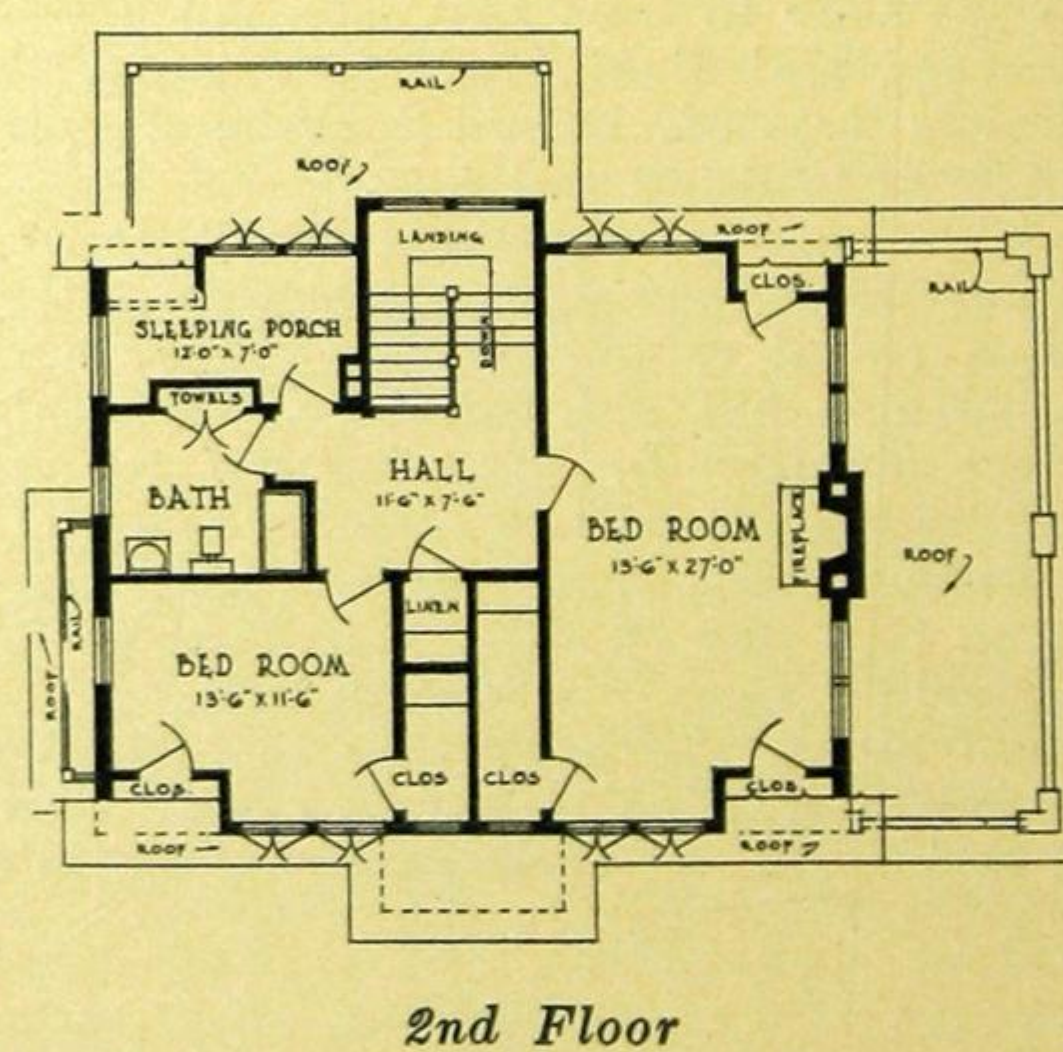
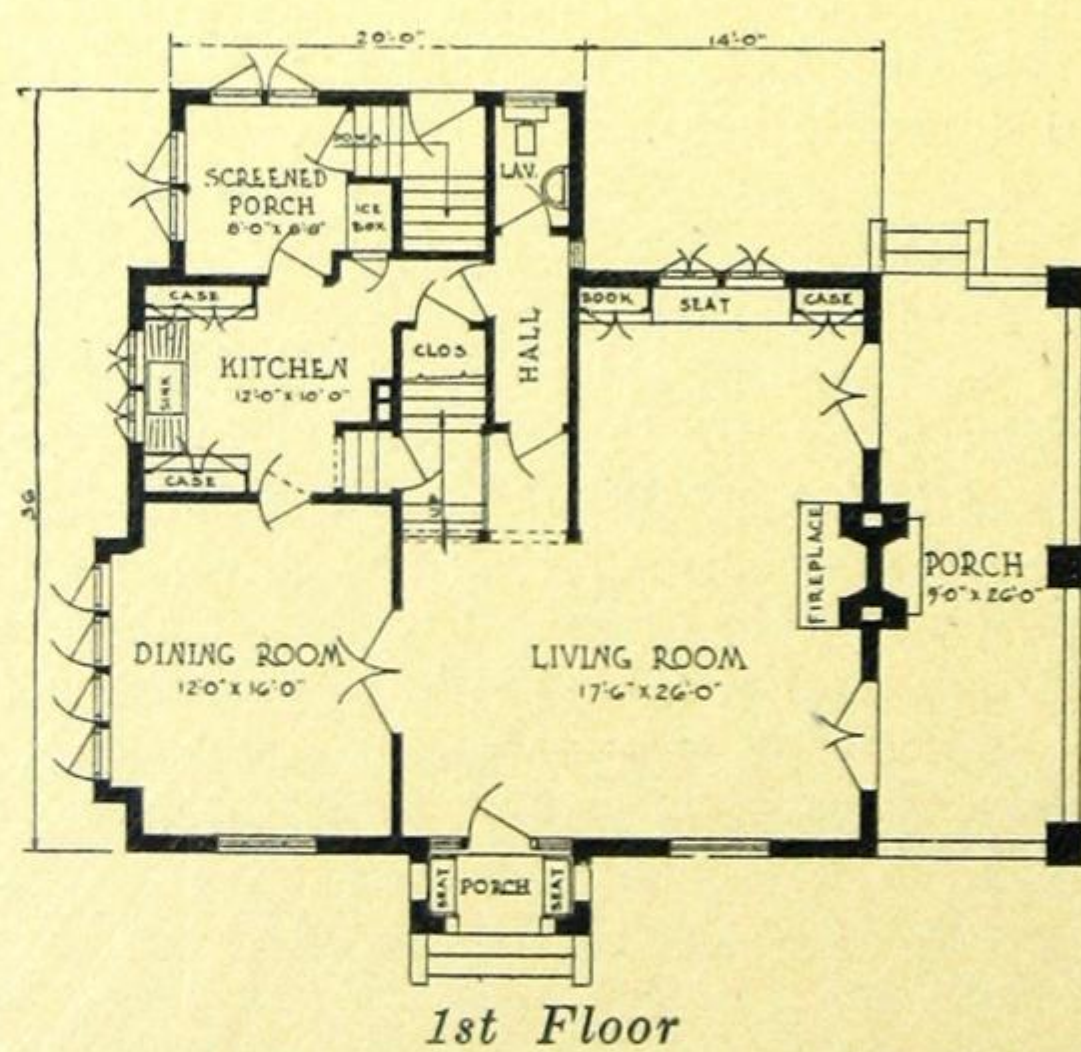
and especially so in the kitchen. Many useless steps may be eliminated in the kitchen if the stove, table and sink are efficiently placed. The refrigerator should also be placed so that it is easily accessible and will keep the ice man from tracking up the floor. These things are of prime importance in these days of high cost and scarcity of domestic help.

The decorations, arrangement and every plan should tend to make the caretaking easier—to relieve drudgery and promote ease and beauty—each of which is an aid in creating and maintaining happy home life in cheerful surroundings.

A home is the result of one's individuality, but it must be remembered that the finished appearance portrays your personality as no other thing can. A reputation for artistic refinement is made by the appearance of your home. It breathes your judgment, your habits and your nature. Bear that in mind.



Beautiful and spacious home of G. A. Berger, built in 1913 in Van Wert, Ohio, for \$8,000.



Hollow Building Tile Is Standardized

In an effort to reduce costs and improve the quality of all types of material manufactured throughout the country, the Division of Simplified Practice of the United States Department of Commerce is devoting its entire time to this subject.

The general conference called by the Division of Simplified Practice, Department of Commerce, October 19, 1923, recommended the general adoption and use of these sizes and weights, and on January 1, 1924, there was issued by the Bureau of Standards, in co-operation with the Division of Simplified Practice, Recommendation No. 12, covering hollow building tile.

This recommendation has been accepted by the following organizations:

American Institute of Architects, New York, N. Y.

Associated General Contractors of America, Washington, D. C.

Building Officials Conference, New York, N. Y.

Federal Specifications Board, Washington, D. C.

Hollow Building Tile Association, Chicago, Ill.

Mason Contractors Association of Cleveland, Cleveland, Ohio.

Master Builders Association, St. Louis, Mo.

National Association of Builders Exchange, Baltimore, Md.

National Association of Real Estate Boards, Chicago, Ill.

National Builders Supply Association, Indianapolis, Ind.

Southeastern Builders Supply Association, Jacksonville, Florida.

To those who are not familiar with the industry, the following explanation is given with the recommendations as published:

STANDARD LOADBEARING WALL TILE

This type of tile is designed for use in exterior and interior walls which carry the load of the building. As few manufacturers make more than two types of loadbearing tile, it will be necessary for the owner to consult with his contractor, building material dealer or any manufacturer before making a decision. Each type of tile is furnished with the necessary pieces for corners, working around window frames, etc. Following are the sizes and weights of this tile, covered by Recommendation No. 12:

End Construction:	Number of Cells	Weight Each
3¾ by 12 by 12.....	3	20 pounds
6 by 12 by 12.....	6	30 "
8 by 12 by 12.....	6	36 "
10 by 12 by 12.....	6	42 "
12 by 12 by 12.....	6	48 "
12 by 12 by 12.....	9	52 "
Side Construction:		
3¾ by 5 by 12.....	1	9 "
8 by 5 by 12.....	2	16 "
8 by 5 by 12.....	3	16 "
8 by 5 by 12 (L Shaped) .		16 "
8 by 6¼ by 12 (T Shaped)	4	16 "
8 by 7¾ by 12 (Square)..	6	24 "
8 by 10¼ by 12 (H Shaped)	7	32 "
8 by 8 by 8 (cube).....	9	18 "

STANDARD PARTITION TILE

These tile are not burned as hard as loadbearing tile and are much lighter in weight. They are made for use only in partitions or in walls which are not intended to carry any load other than that of the wall itself and are built in places protected from the weather. Following are the sizes and weights covered by Recommendation No. 12:

	Number of Cells	Weight Each
3 by 12 by 12.....	3	15 pounds
4 by 12 by 12.....	3	16 "
6 by 12 by 12.....	3	22 "
8 by 12 by 12.....	4	30 "
10 by 12 by 12.....	4	36 "
12 by 12 by 12.....	4	40 "

STANDARD SPLIT FURRING TILE

Furring tile are used to line the interior of either brick or stone walls in place of wood lath or other materials ordinarily used to receive the plaster. This fireproofs the interior walls of a building, adds insulation, eliminates moisture and affords an excellent base for plaster. Following are the sizes and weights covered by Recommendation No. 12:

	Weight Each
2 by 12 by 12.....	9 pounds

No dimension shall be more than 3 per cent over or under the dimensions of the standard sizes.

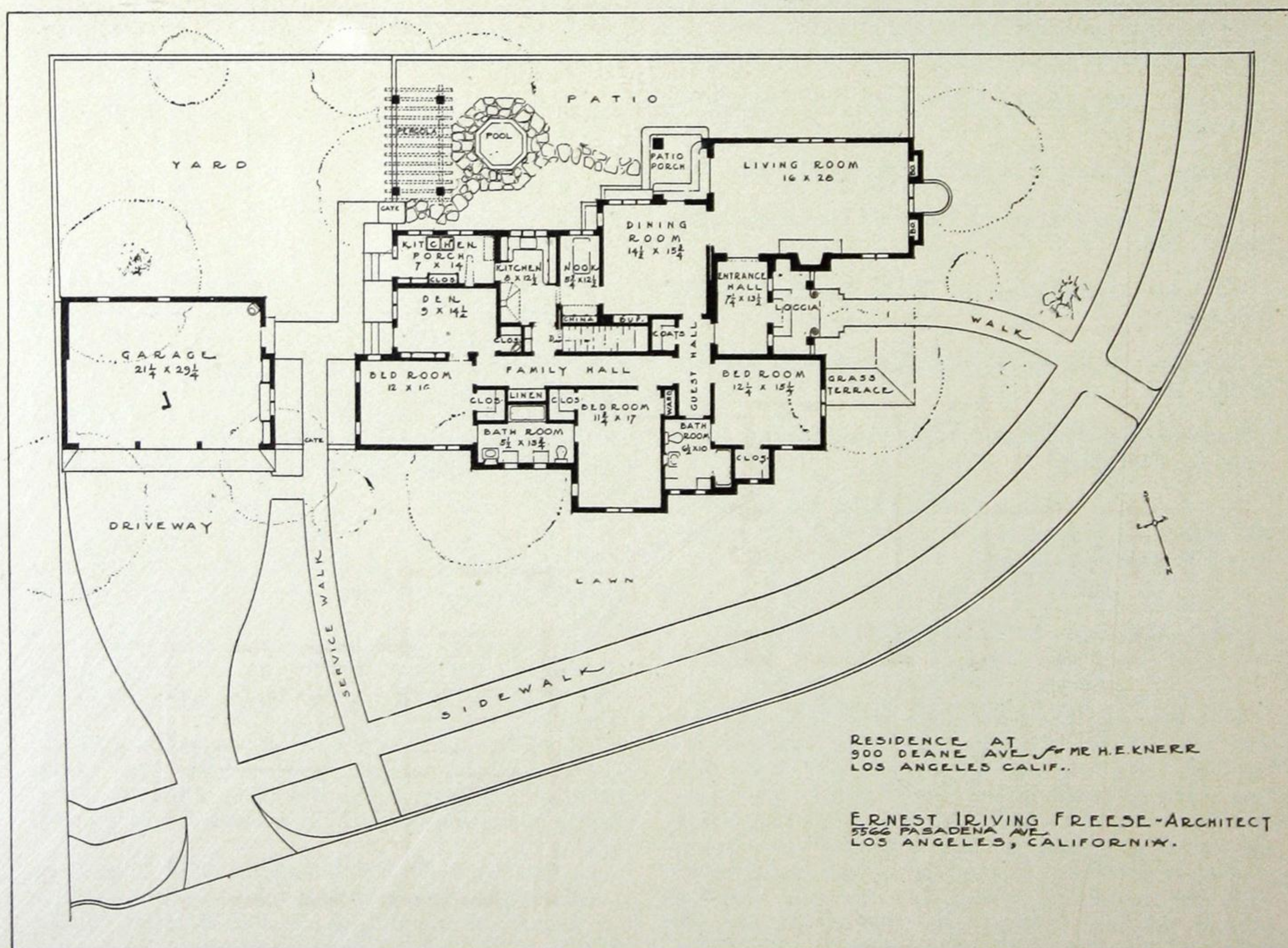
The standard weights permit a tolerance of 5 per cent. In other words they may vary 5 per cent over or under the weights given in this schedule.

A complete copy of Recommendation No. 12 can be obtained by writing any manufacturer or by sending five cents to the Superintendent of Documents, Government Printing Office, Washington, D. C.

As this work of the Department of Commerce is intended primarily to safeguard the public, anyone using hollow building tile should insist that he receive material which conforms to these standards.



Residence at Los Angeles, California, of H. E. Knerr, designed by Ernest Irving Freese, architect.

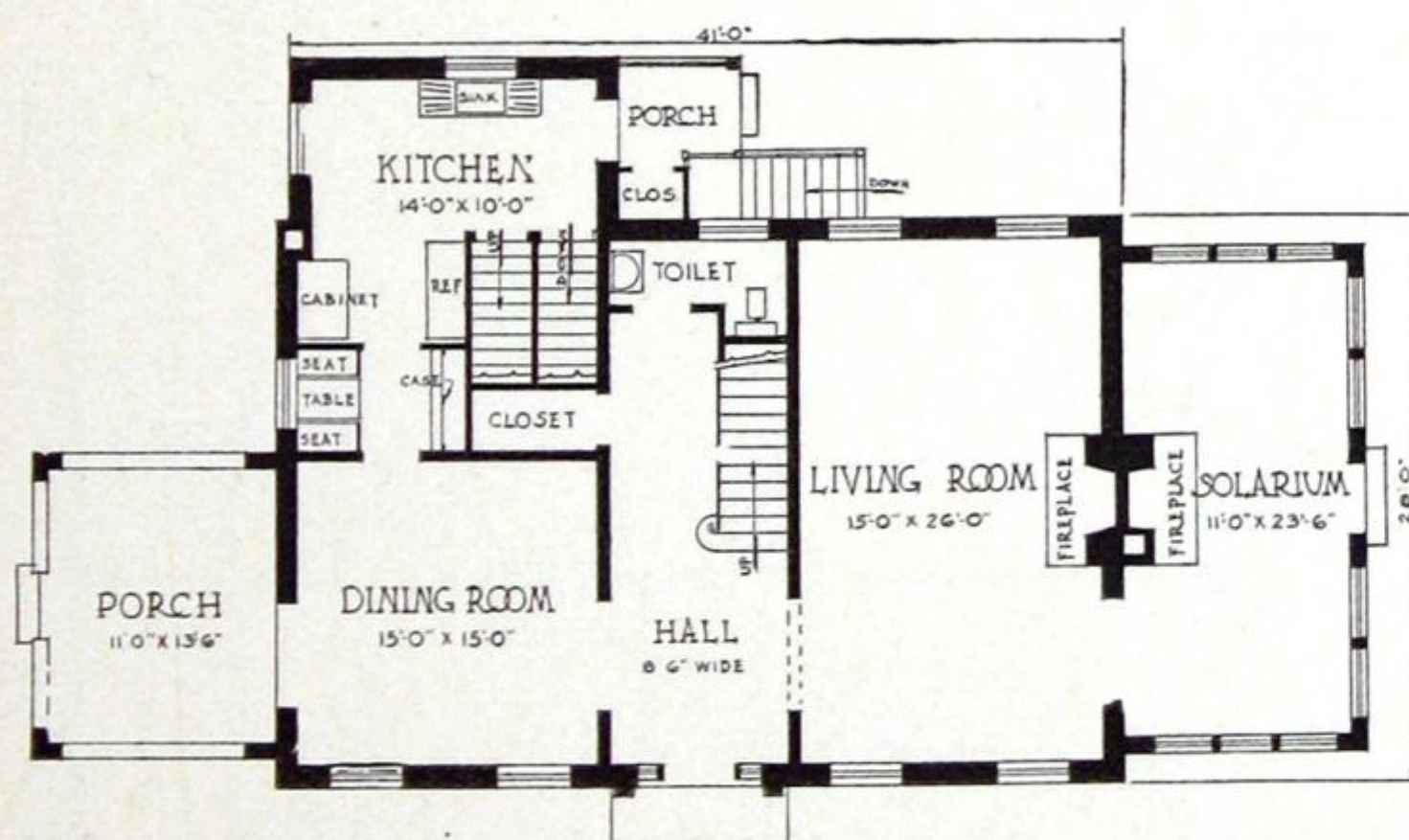


RESIDENCE AT
900 DEANE AVE. *f* MR H. E. KNERR
LOS ANGELES CALIF..

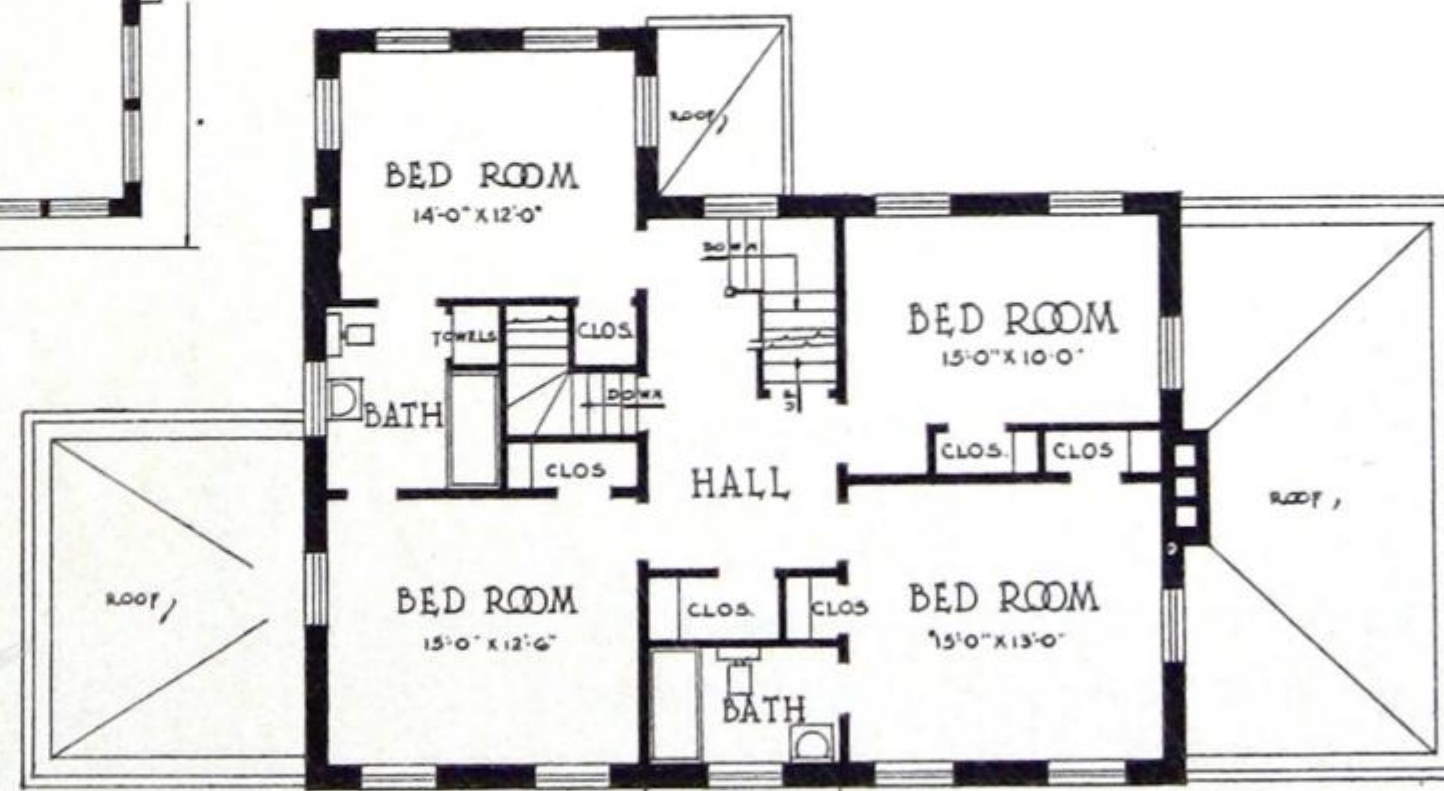
ERNEST IRVING FREESE-ARCHITECT
5566 PASADENA AVE.
LOS ANGELES, CALIFORNIA.



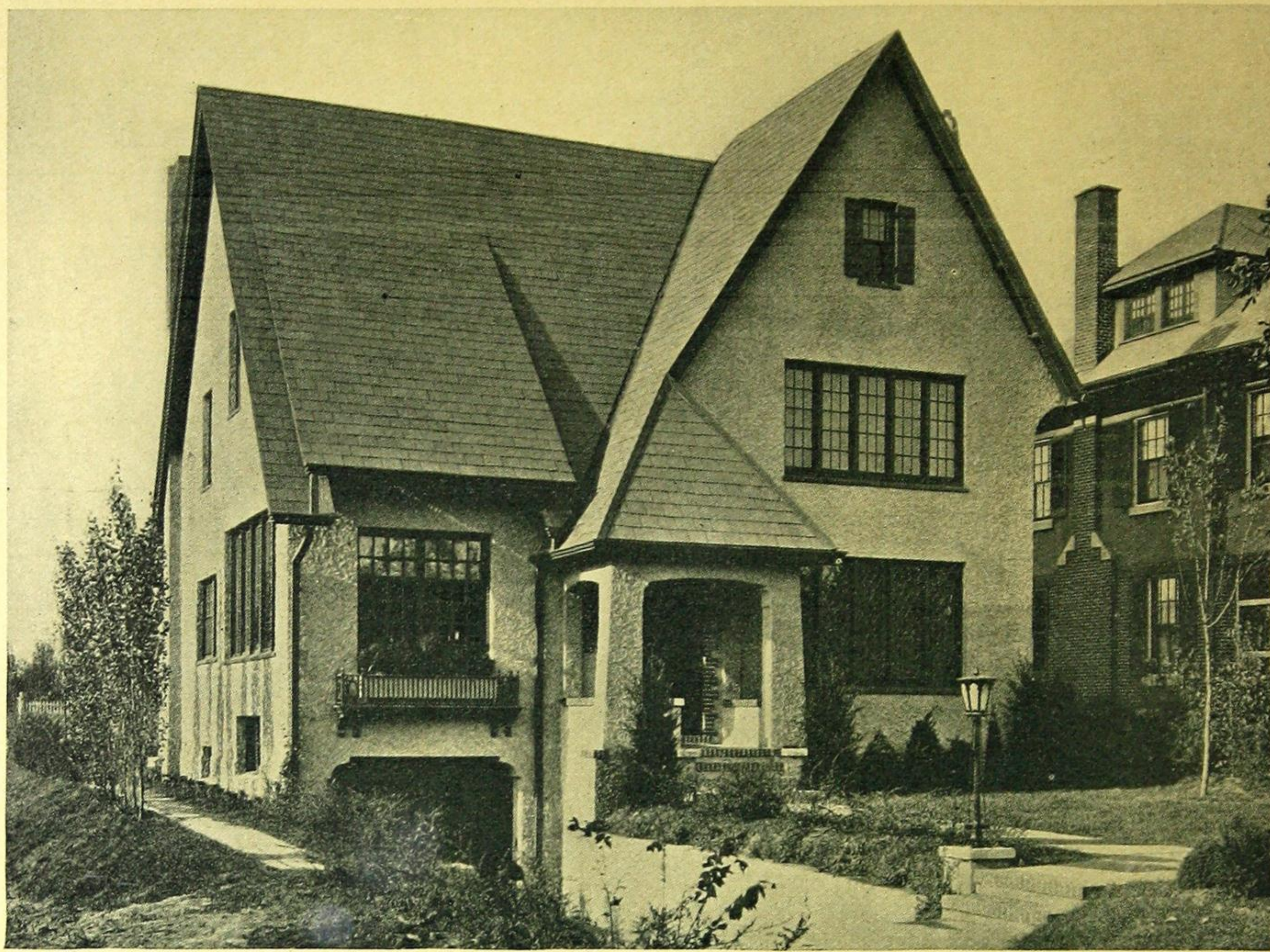
Note the artistic use of dark shutters and white trim in the beautiful hollow tile, brick veneer two and one-story residence of F. G. Burdorf, Louisville, Ky., designed by E. T. Hutchings, architect, and built in 1924 for \$35,000.00.



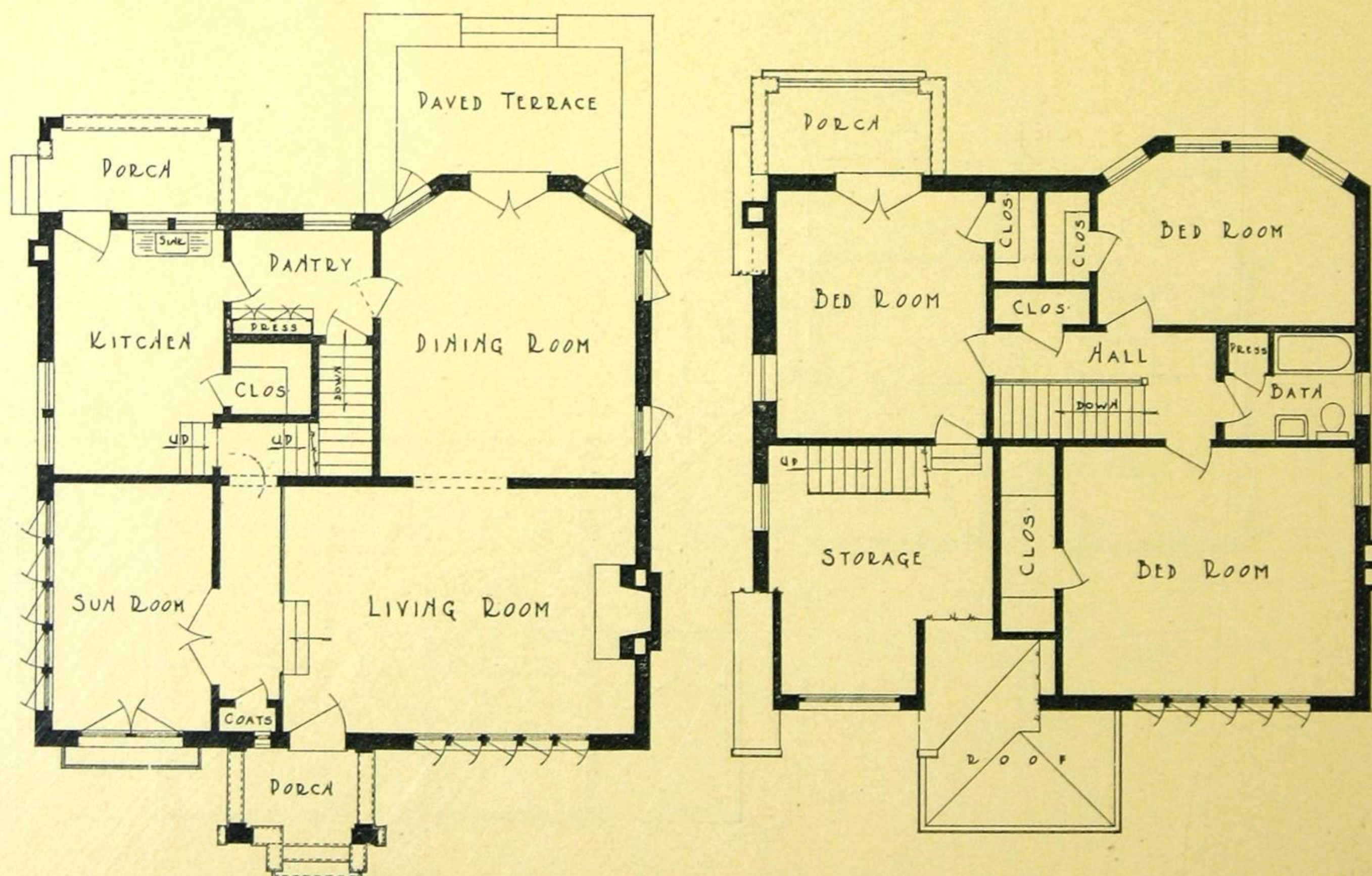
1st Floor



2nd Floor

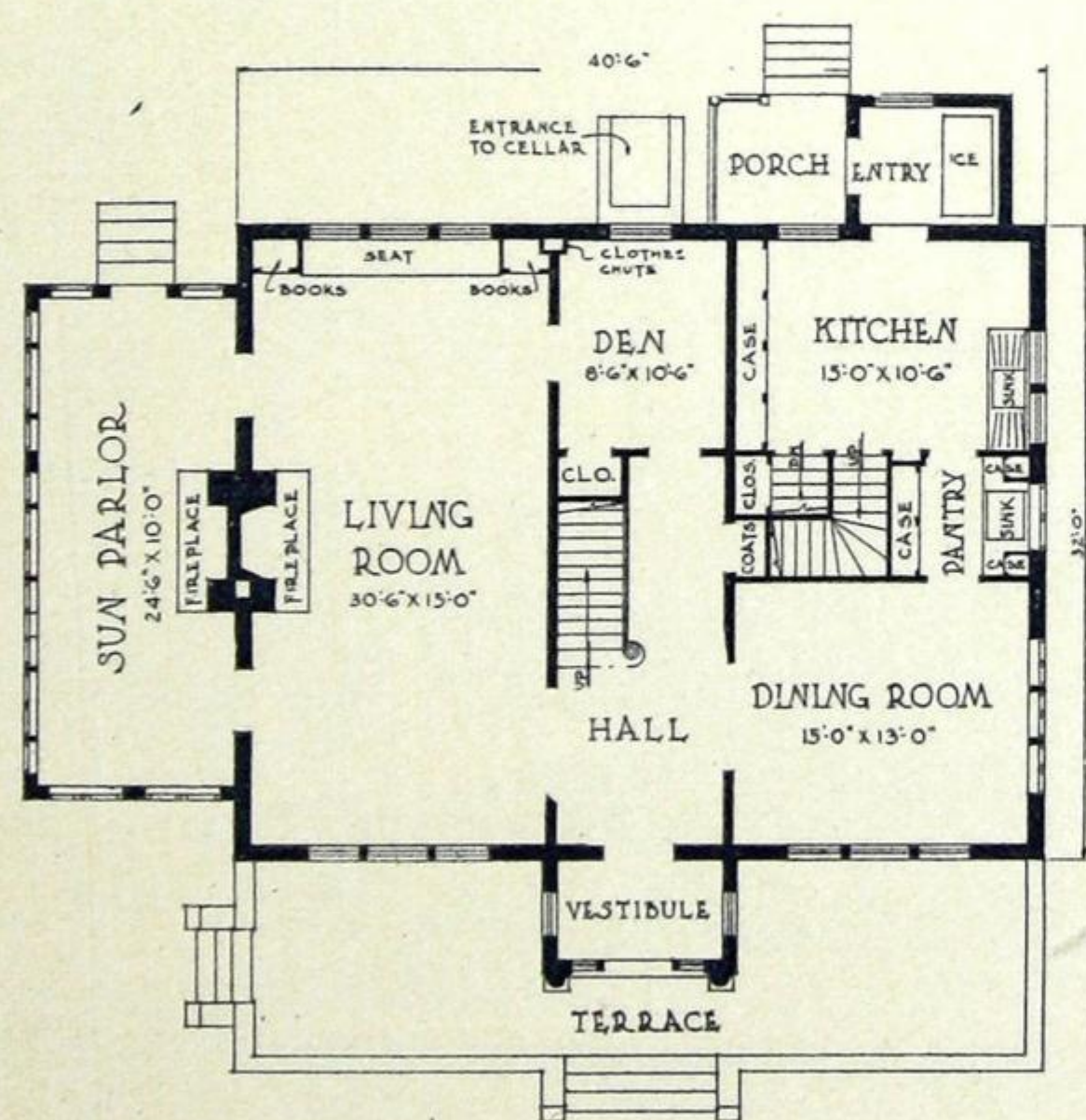


This sturdy, well-constructed home, built along individual architectural designs of hollow tile and stucco was designed by Otis and Bruce, architects, and constructed for W. O. Robertson, of Louisville, Ky.

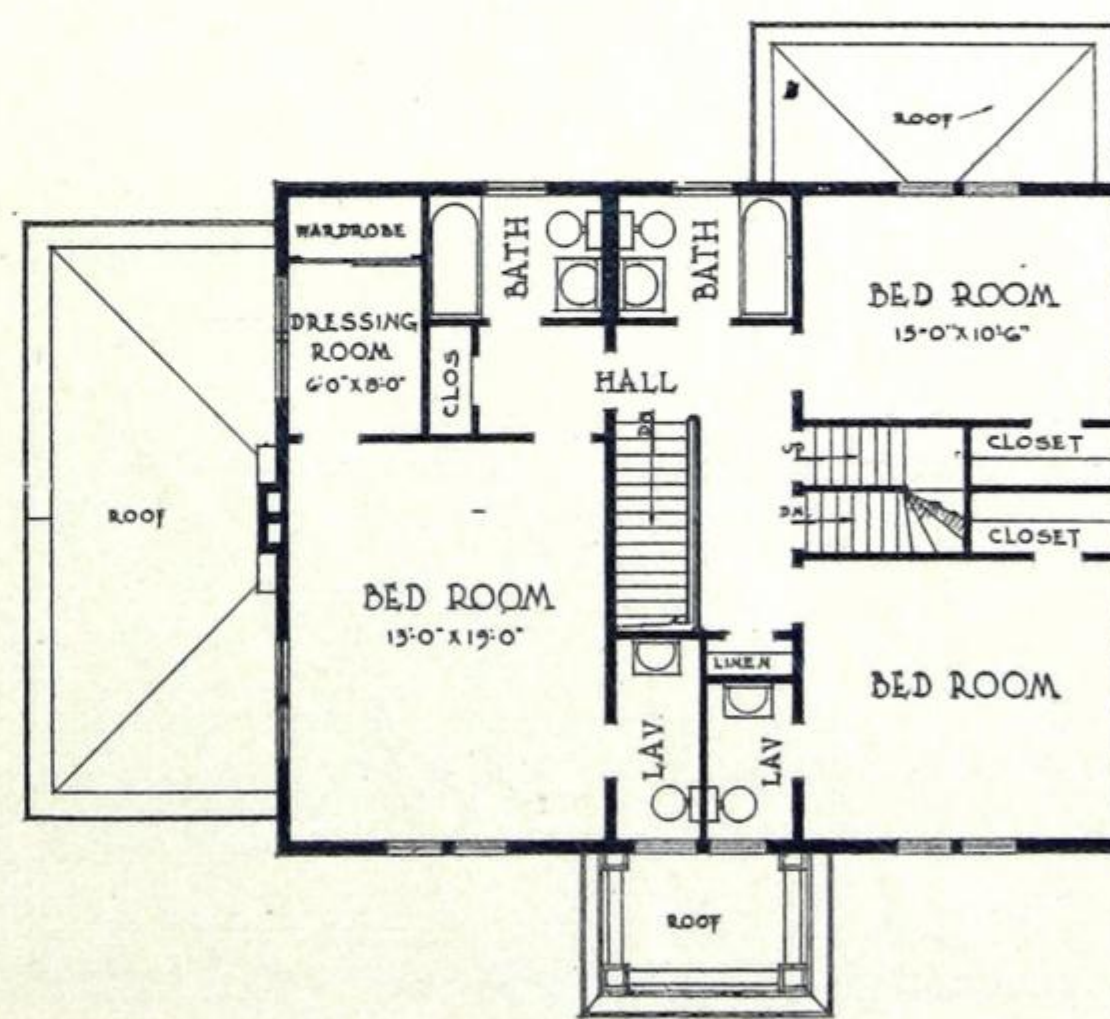




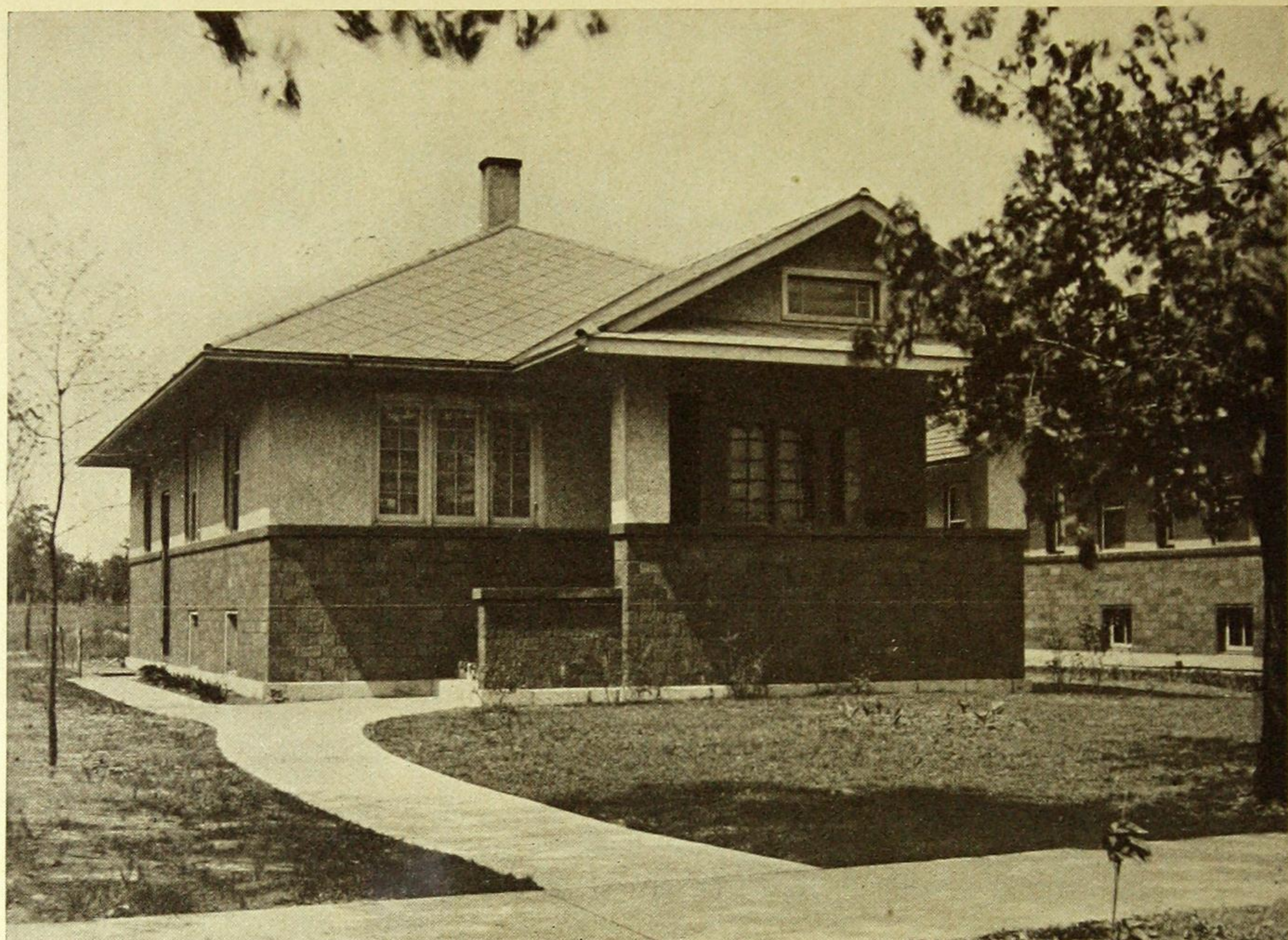
Beautiful home and setting of F. F. Anness, Esq., of Woodbridge, N. J., built in 1923 for \$30,000. J. K. Jensen, Perth Amboy, N. J., was the architect. Constructed of hollow tile faced with smooth hollow tile. Note the effective use of foundation planting.



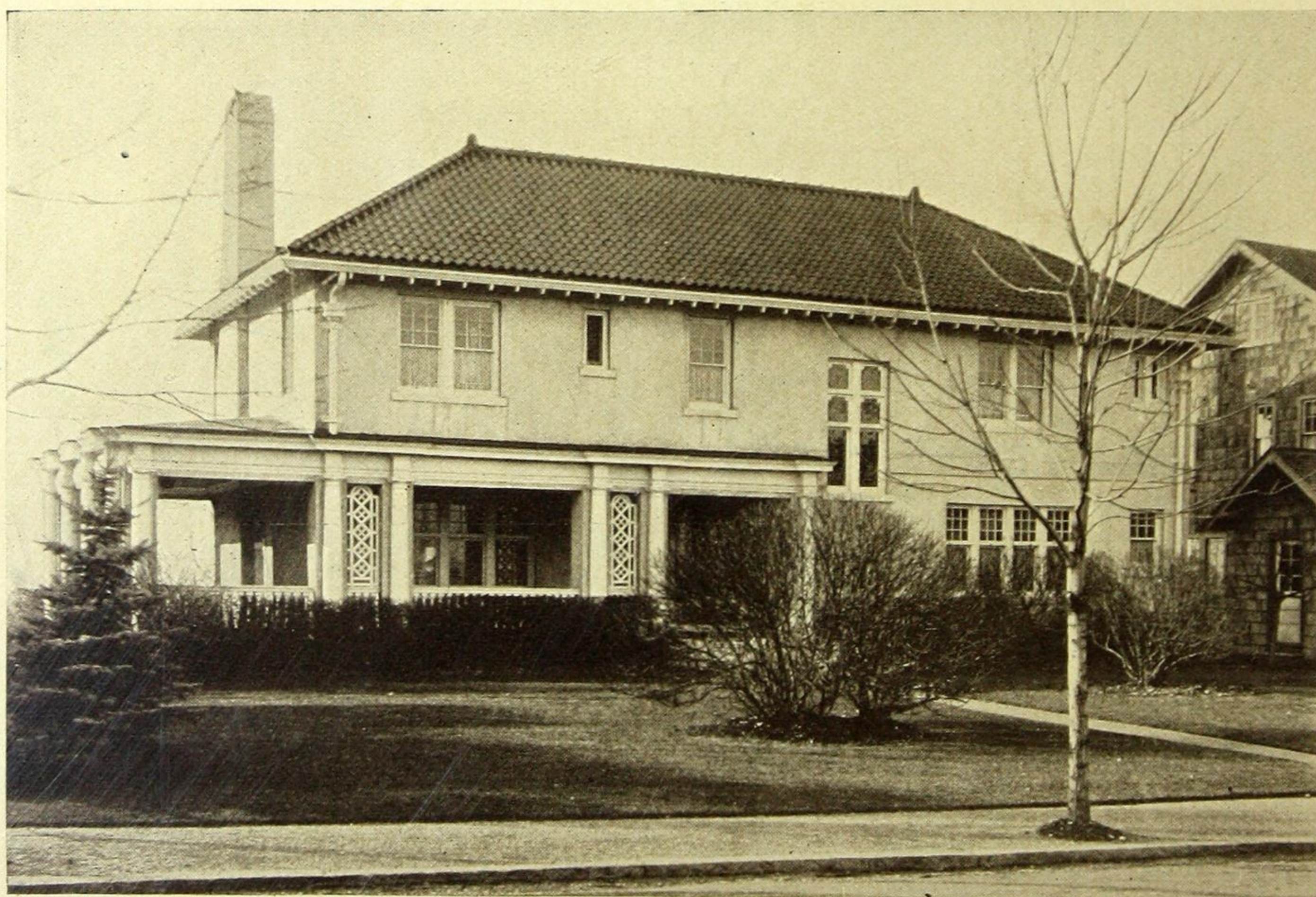
1st Floor



2nd Floor



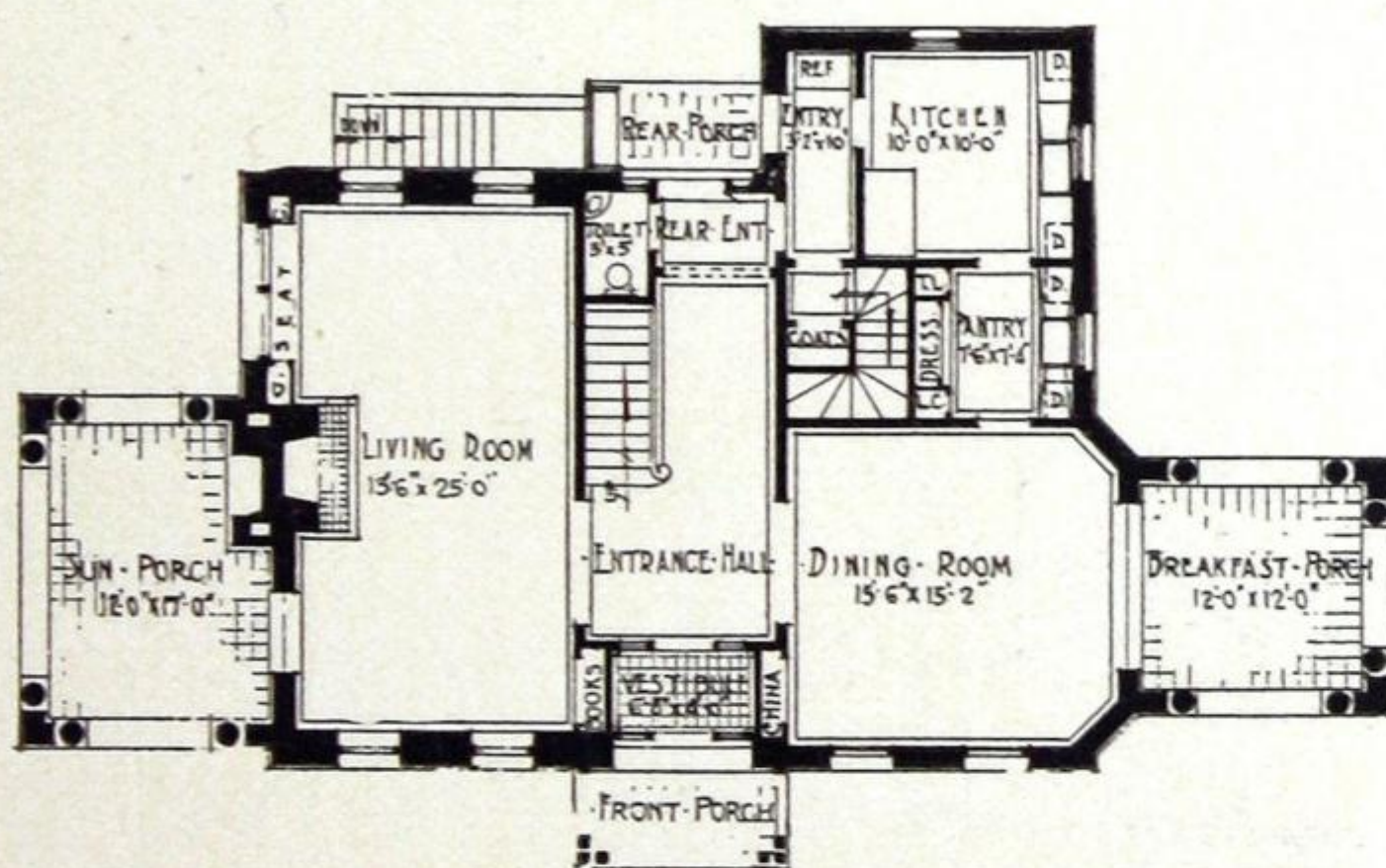
Combination face tile and stucco over tile residence built near Riverside, Illinois.



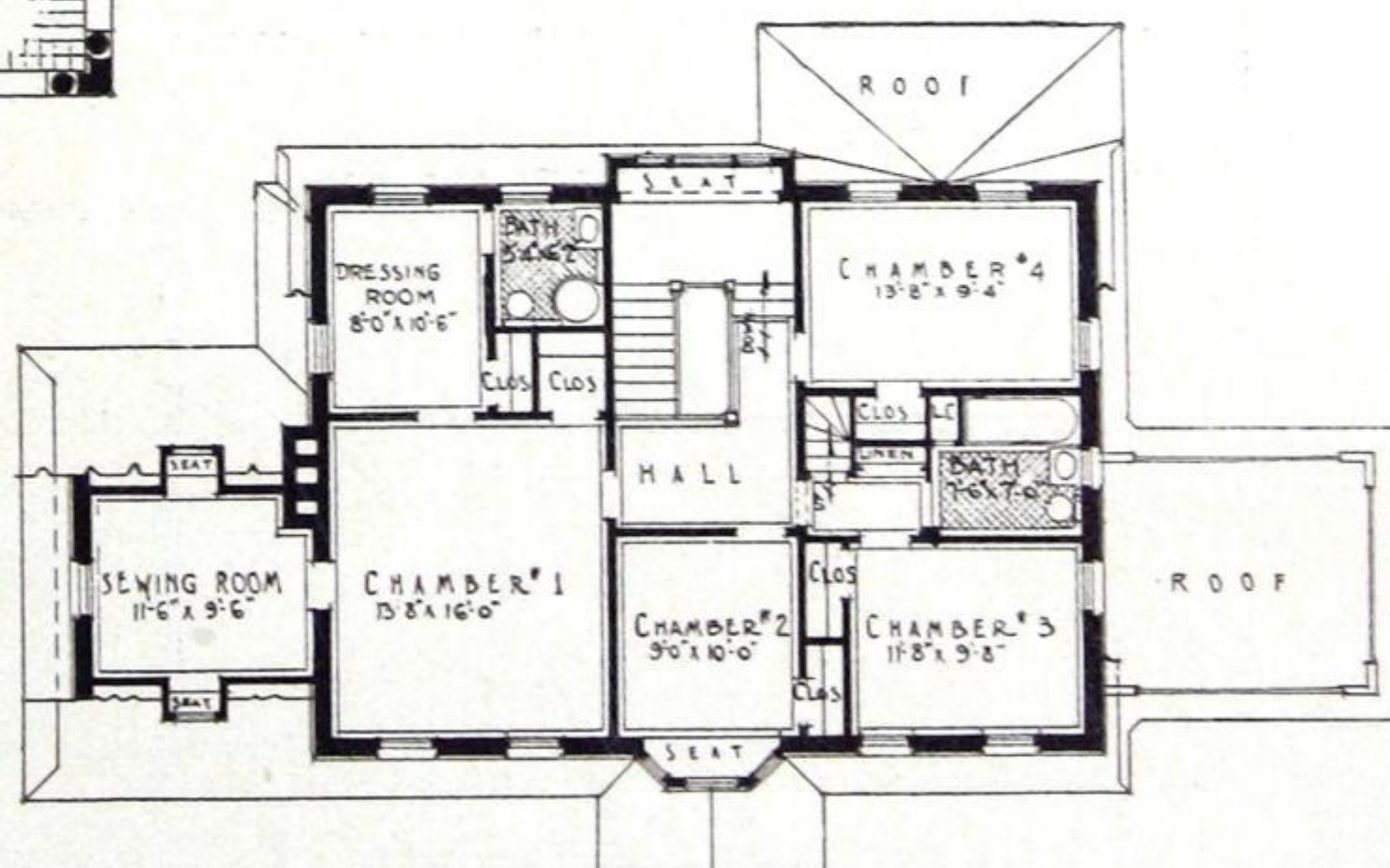
Note the effective landscape gardening surrounding this beautiful home of Wm. H. Hardy of Troy, N. Y., built in 1914 for \$30,000, of stucco over tile.



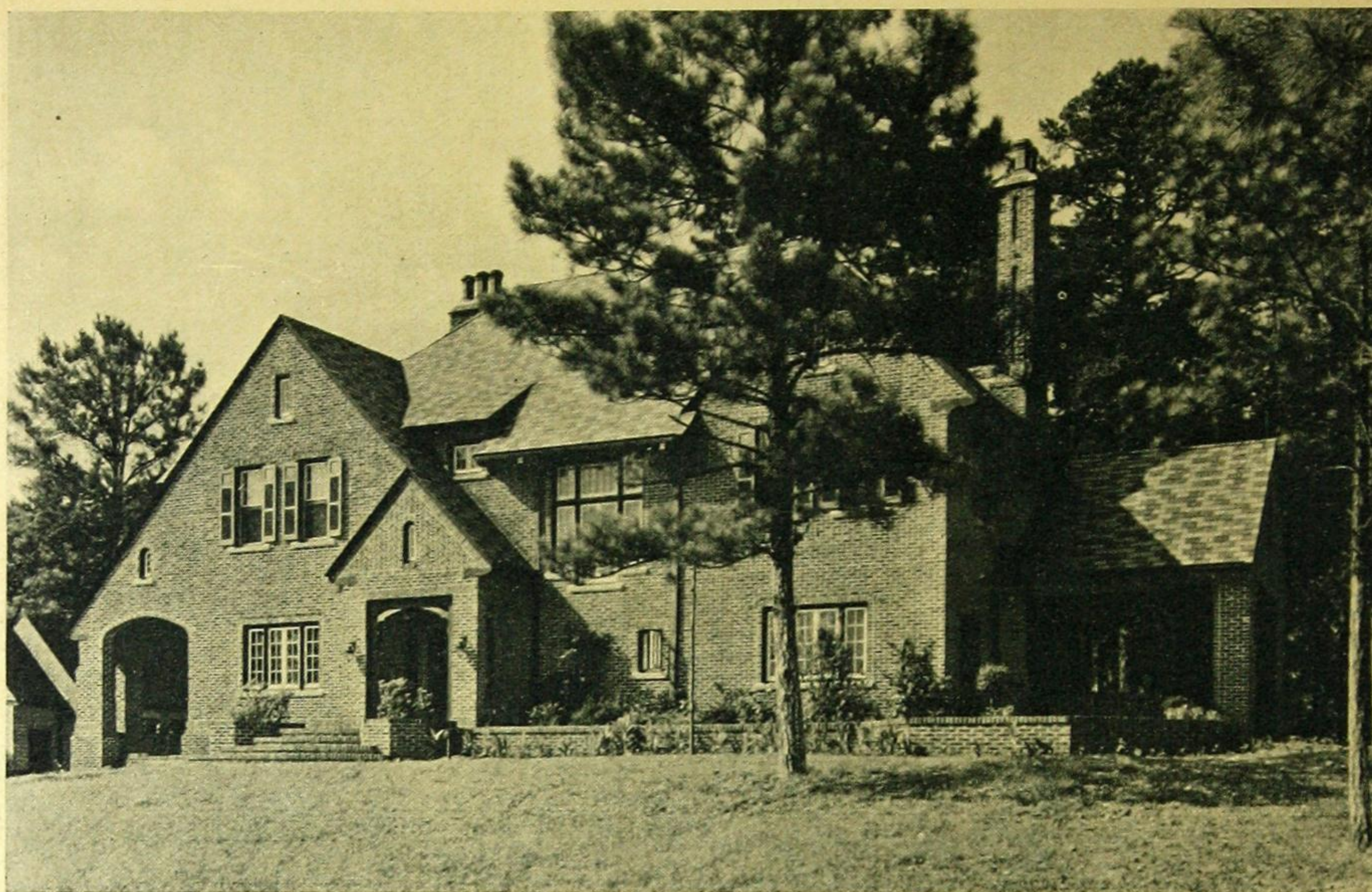
Palatial residence designed and owned by Harold E. Paddon of Ridgewood, N. J., built of tile with brick veneer and stucco.



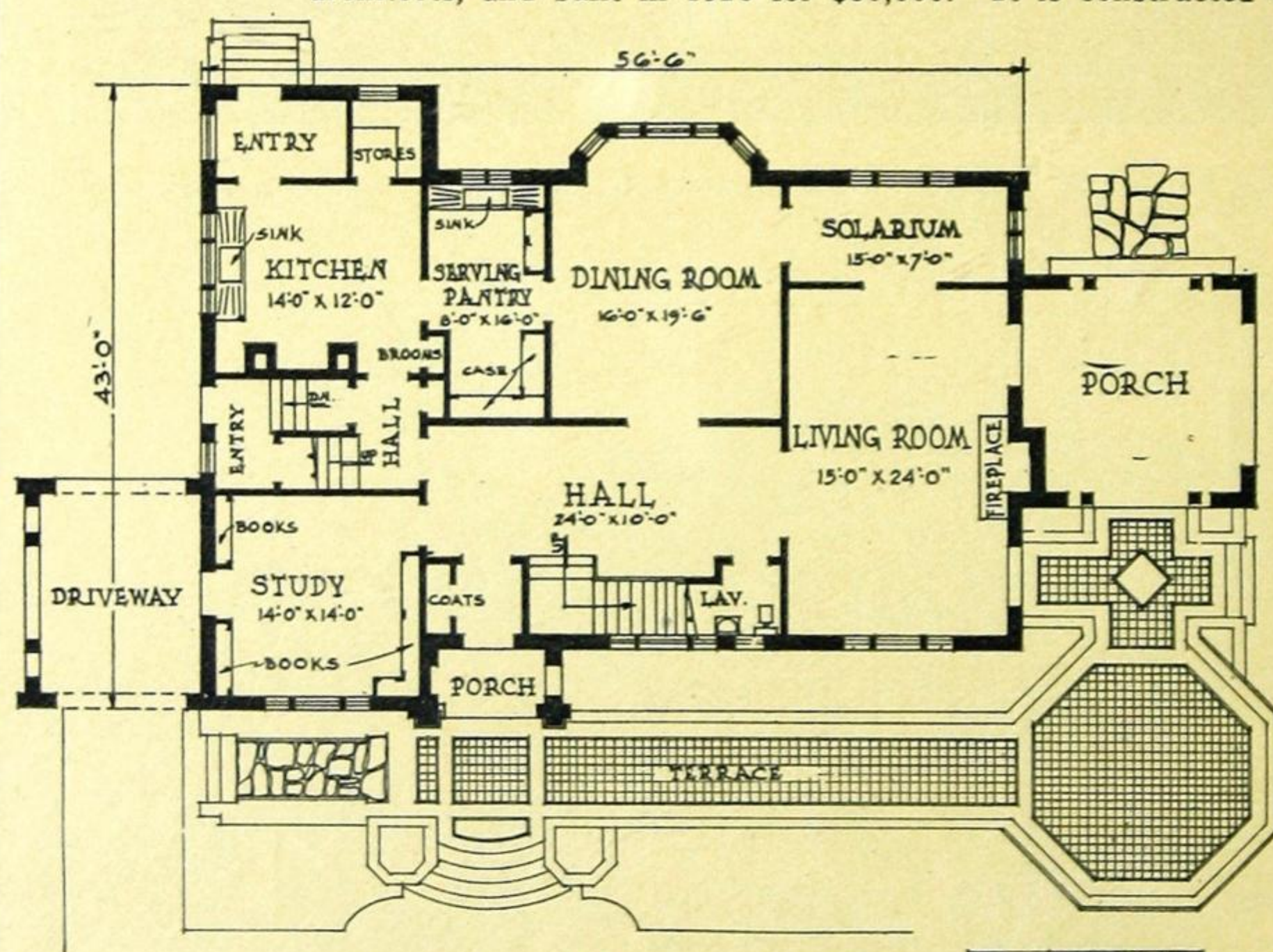
1st Floor



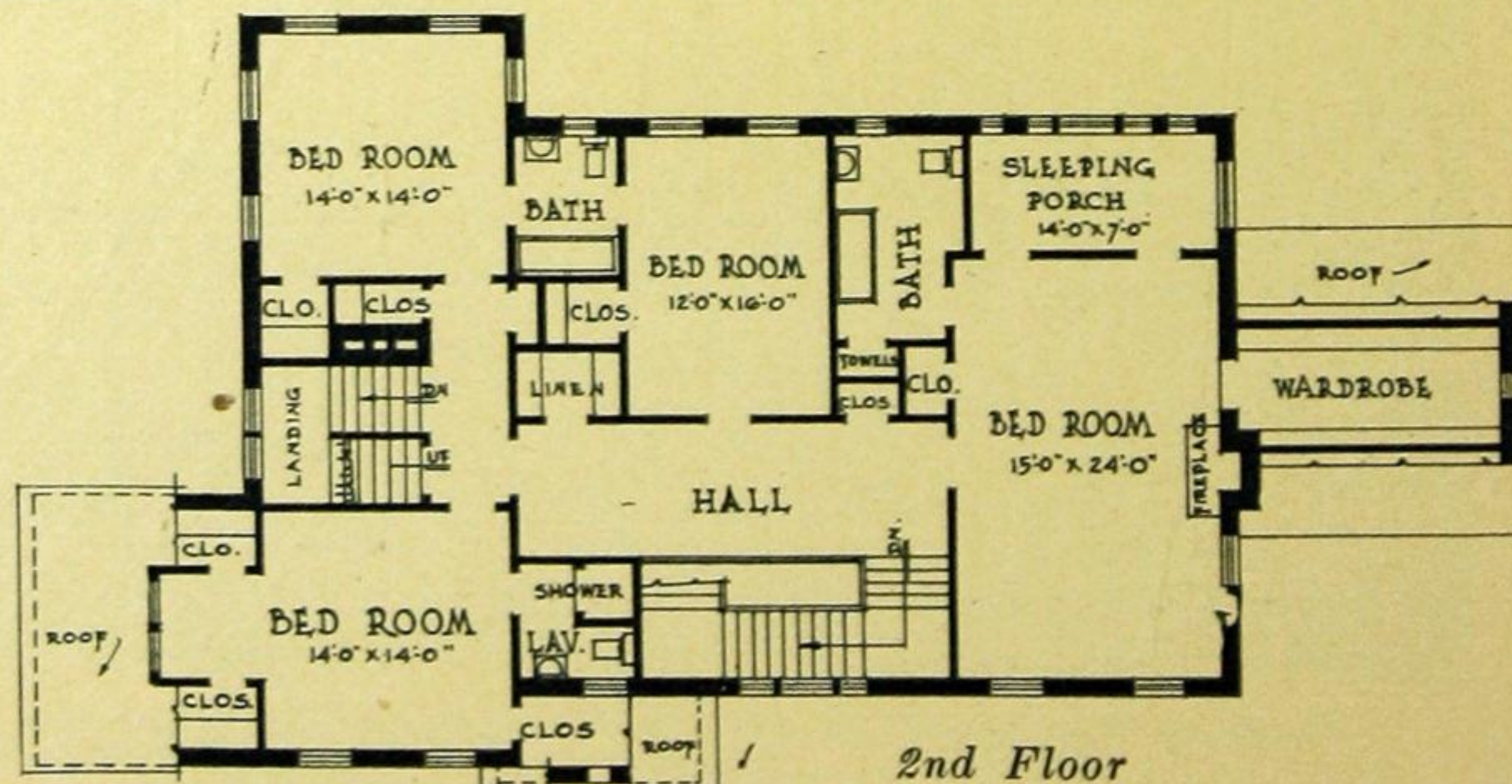
2nd Floor



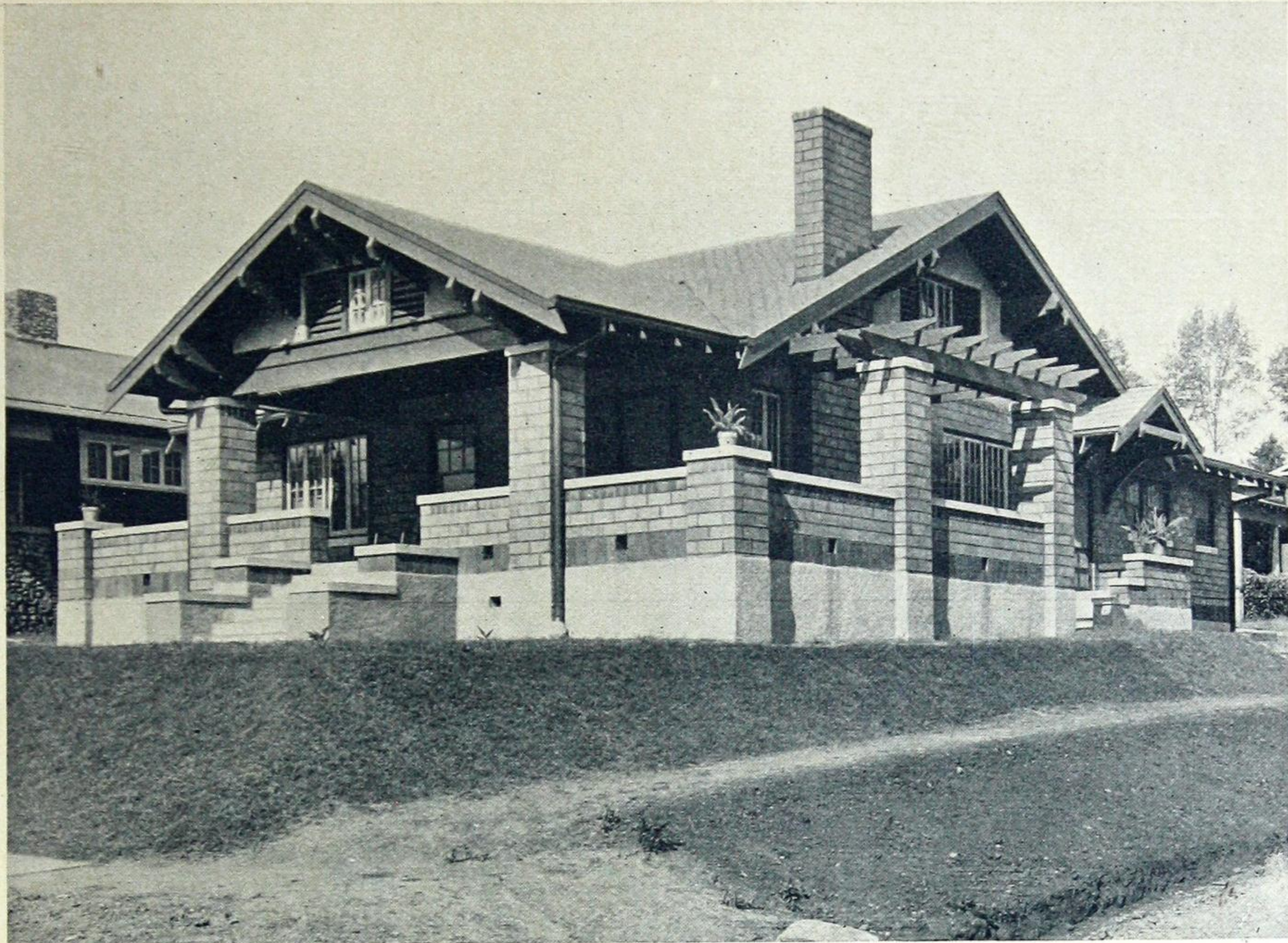
Large and spacious is this home of W. E. Dunwody of Macon, Georgia, designed by Dunwody and Oliphant, architects, and built in 1923 for \$30,000. It is constructed of tile with face brick veneer.



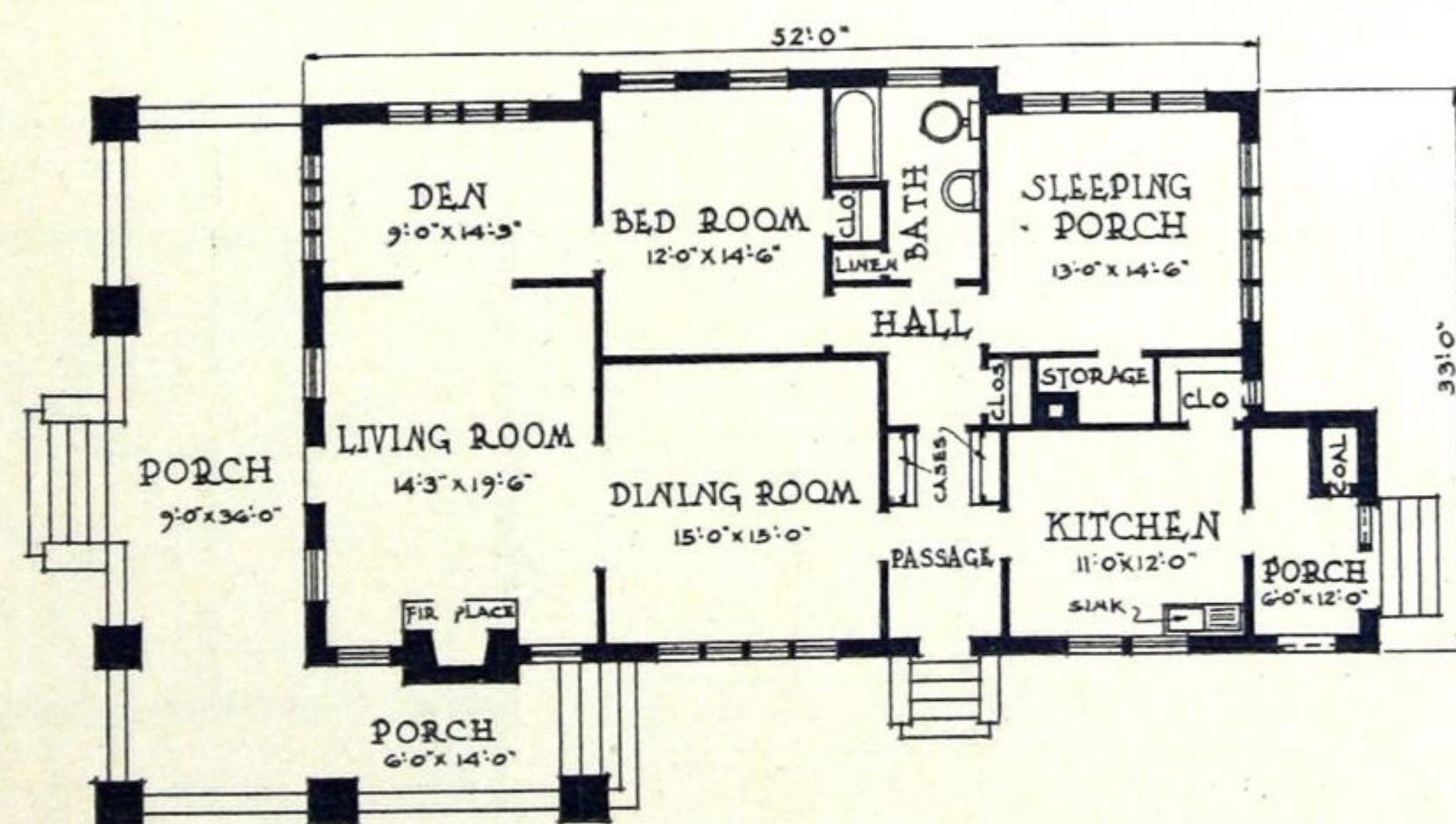
1st Floor



2nd Floor



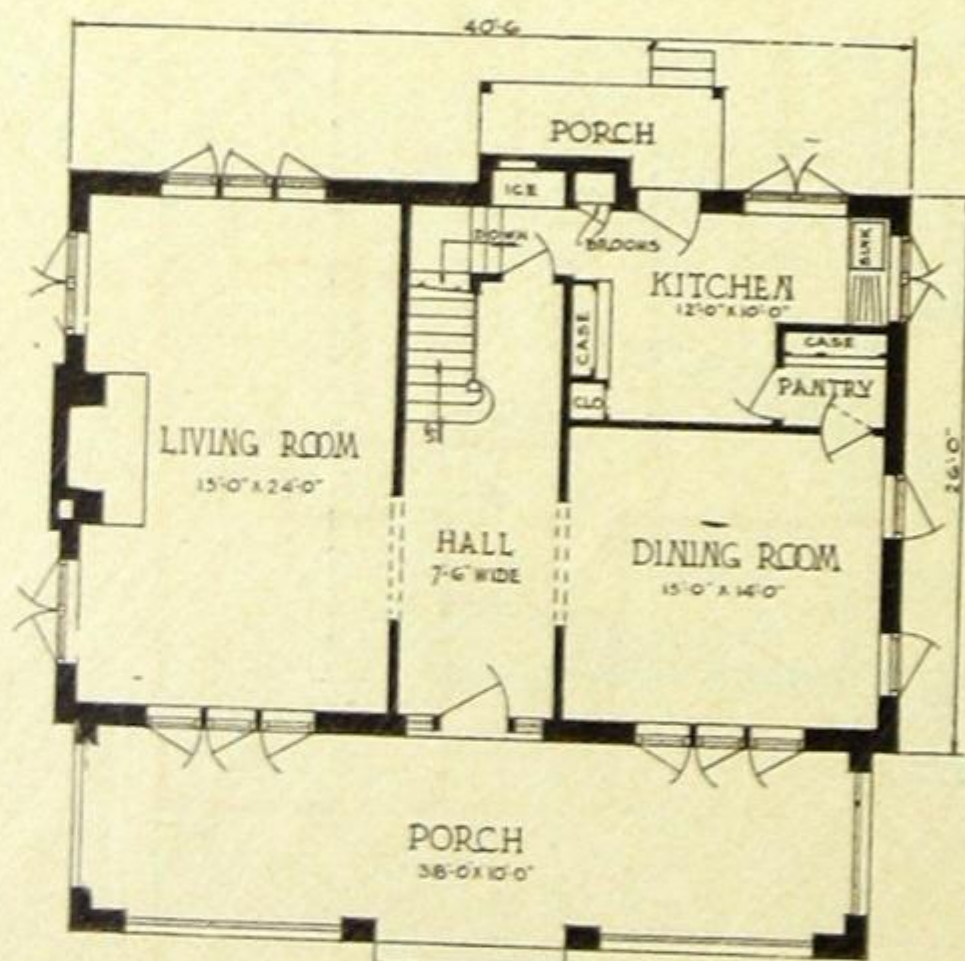
Beautiful buff face tile residence of R. L. Gamewell, constructed in Birmingham, Alabama, at the cost of \$10,000. Partition tile was used for all partitions in this home, which was designed by J. E. Salie, architect, of Birmingham, Ala.



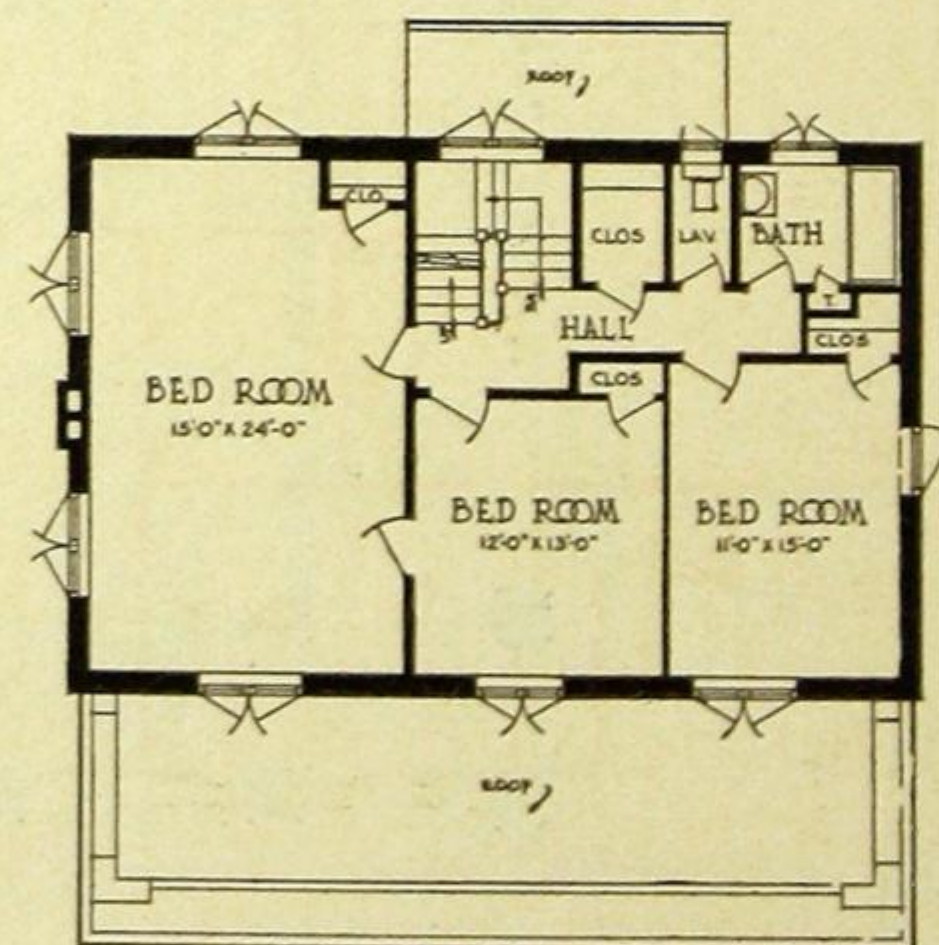
Floor Plan



Hollow tile and face brick home designed and owned by John C. Haly, architect, of Louisville, Ky.
It was built in 1922 of double shell tile.



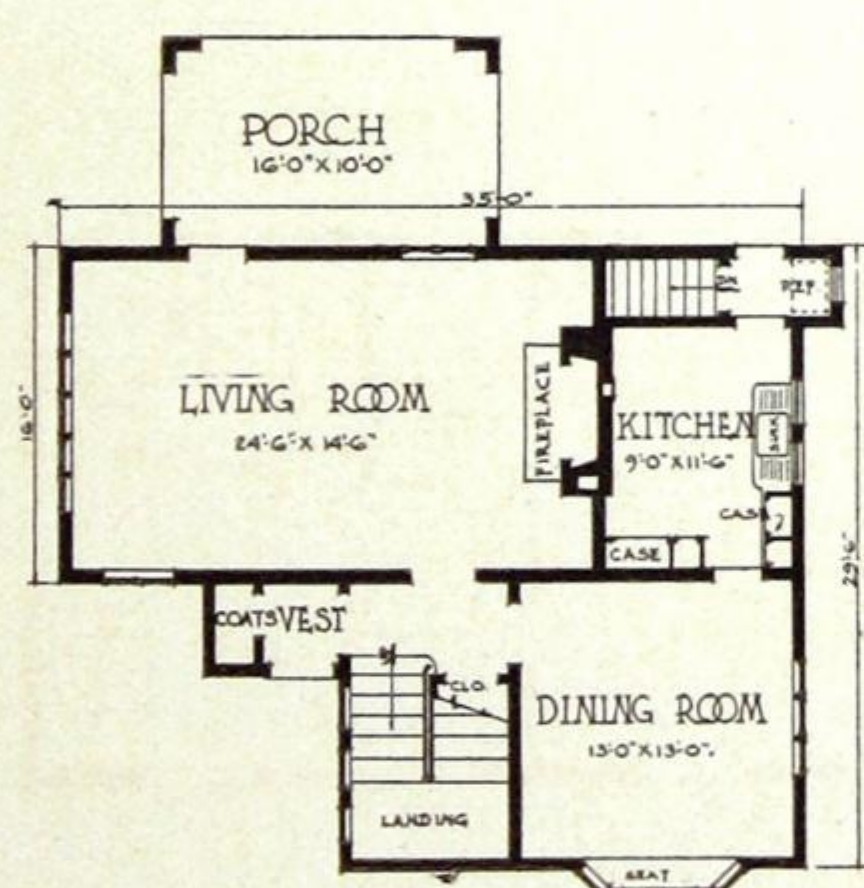
1st Floor



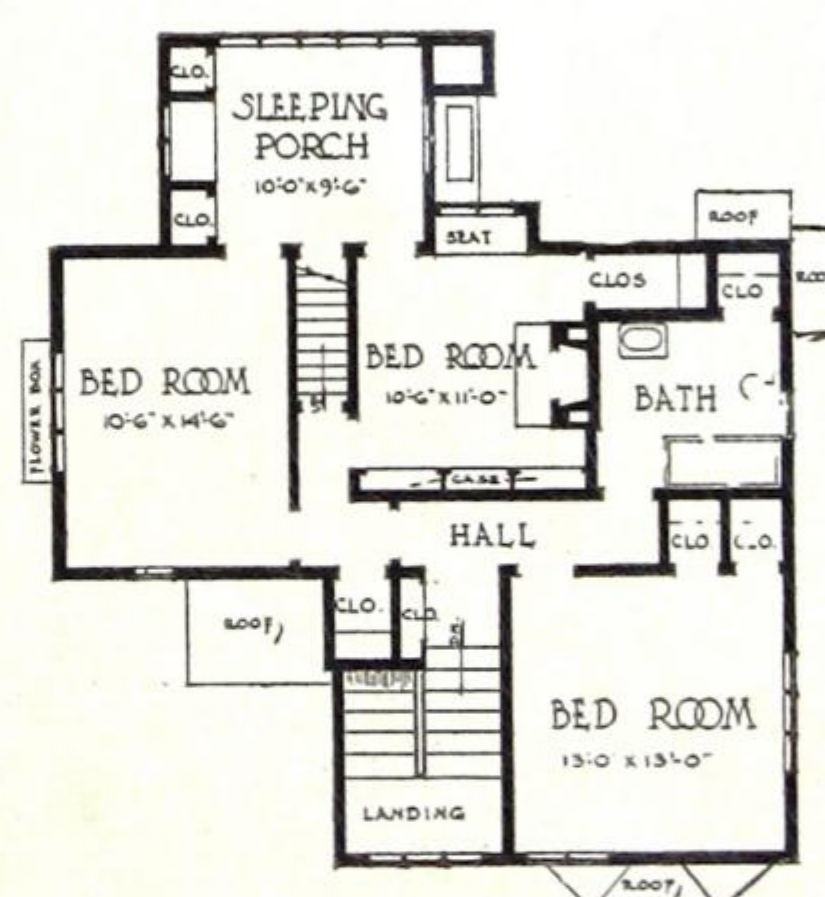
2nd Floor



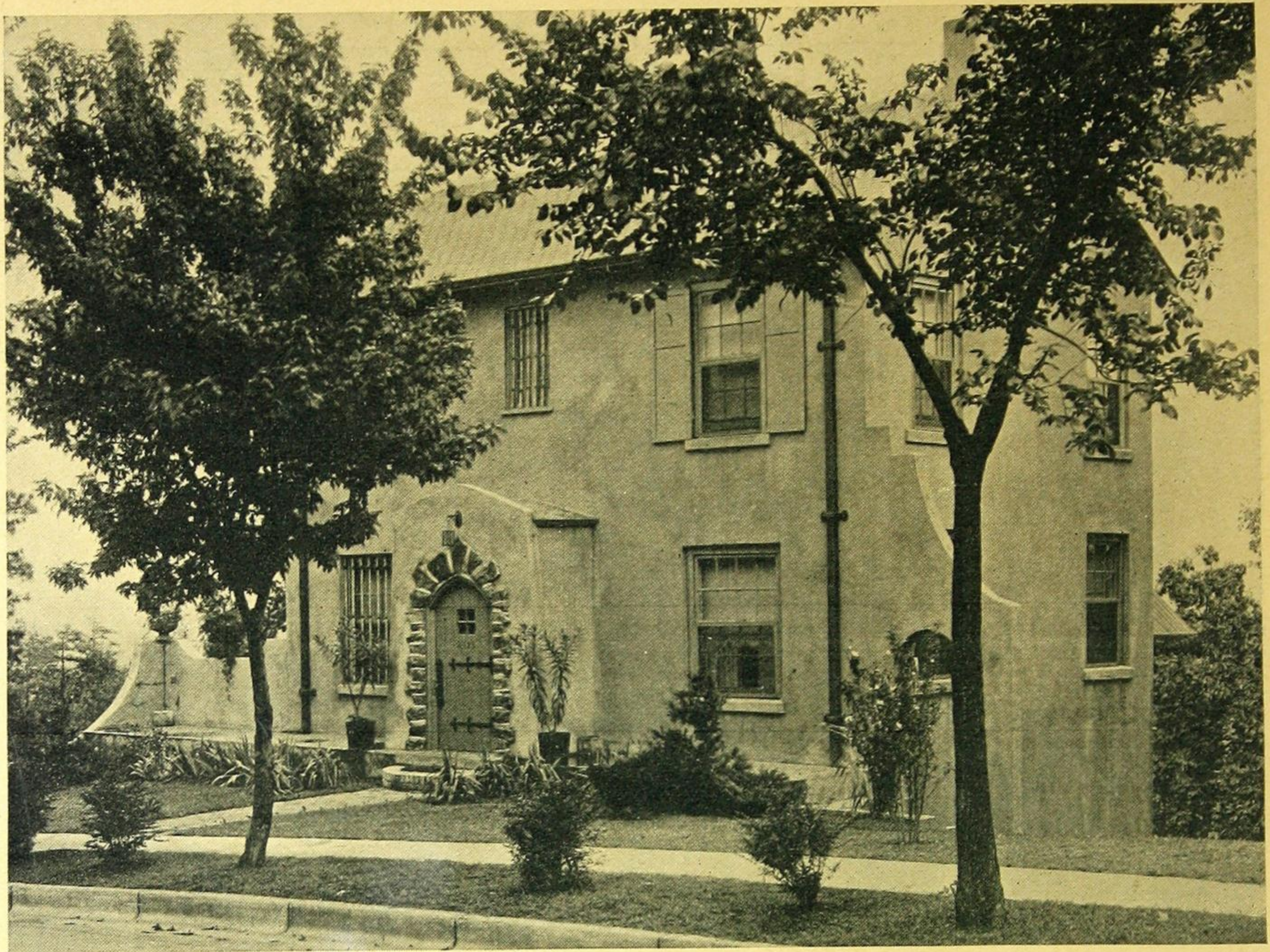
Hollow tile and stucco home and garage built at Westfield, N. J., and designed by Delight Sweney Trimble, architect. The cost of this home and garage was \$30,000.



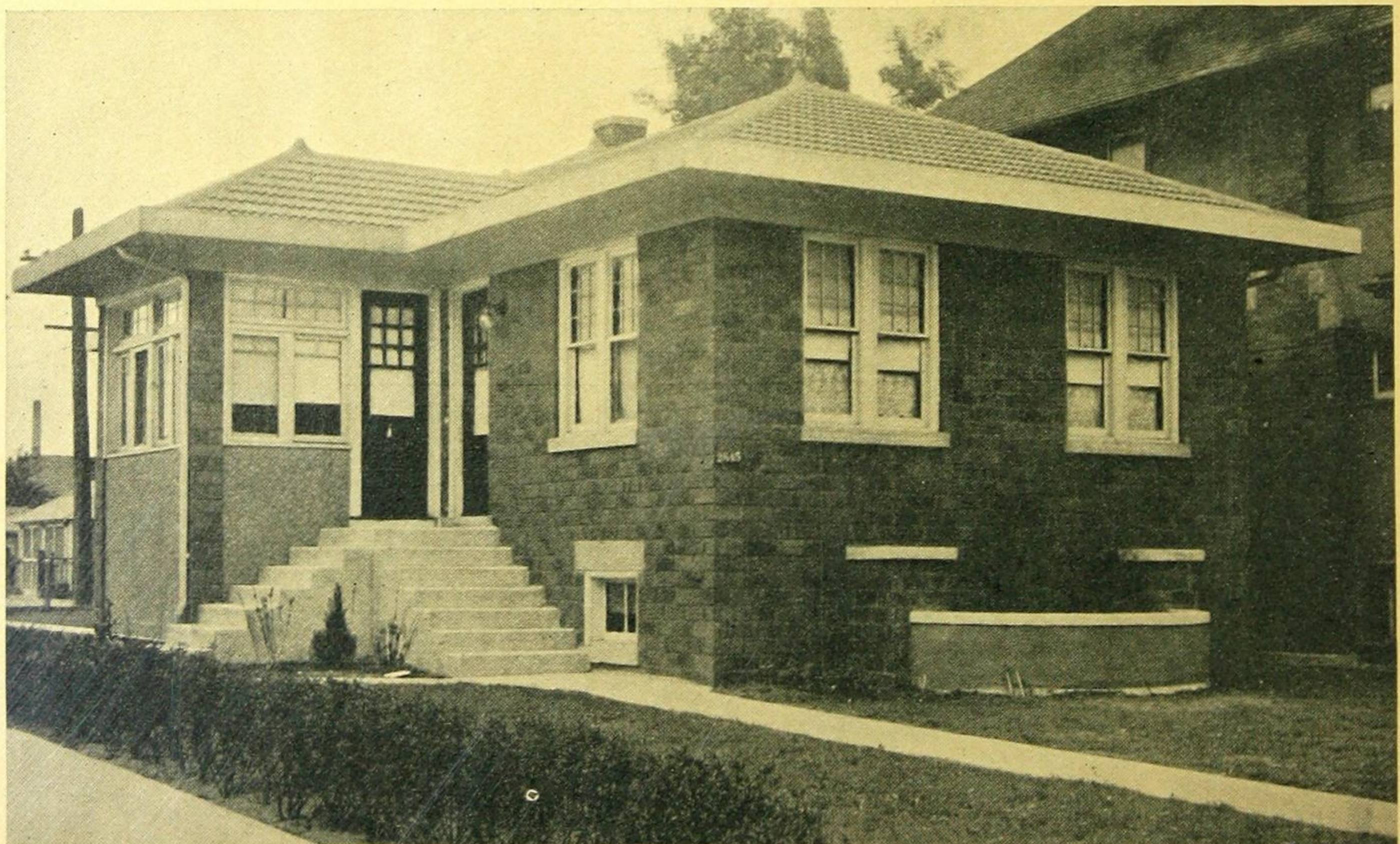
1st Floor



2nd Floor



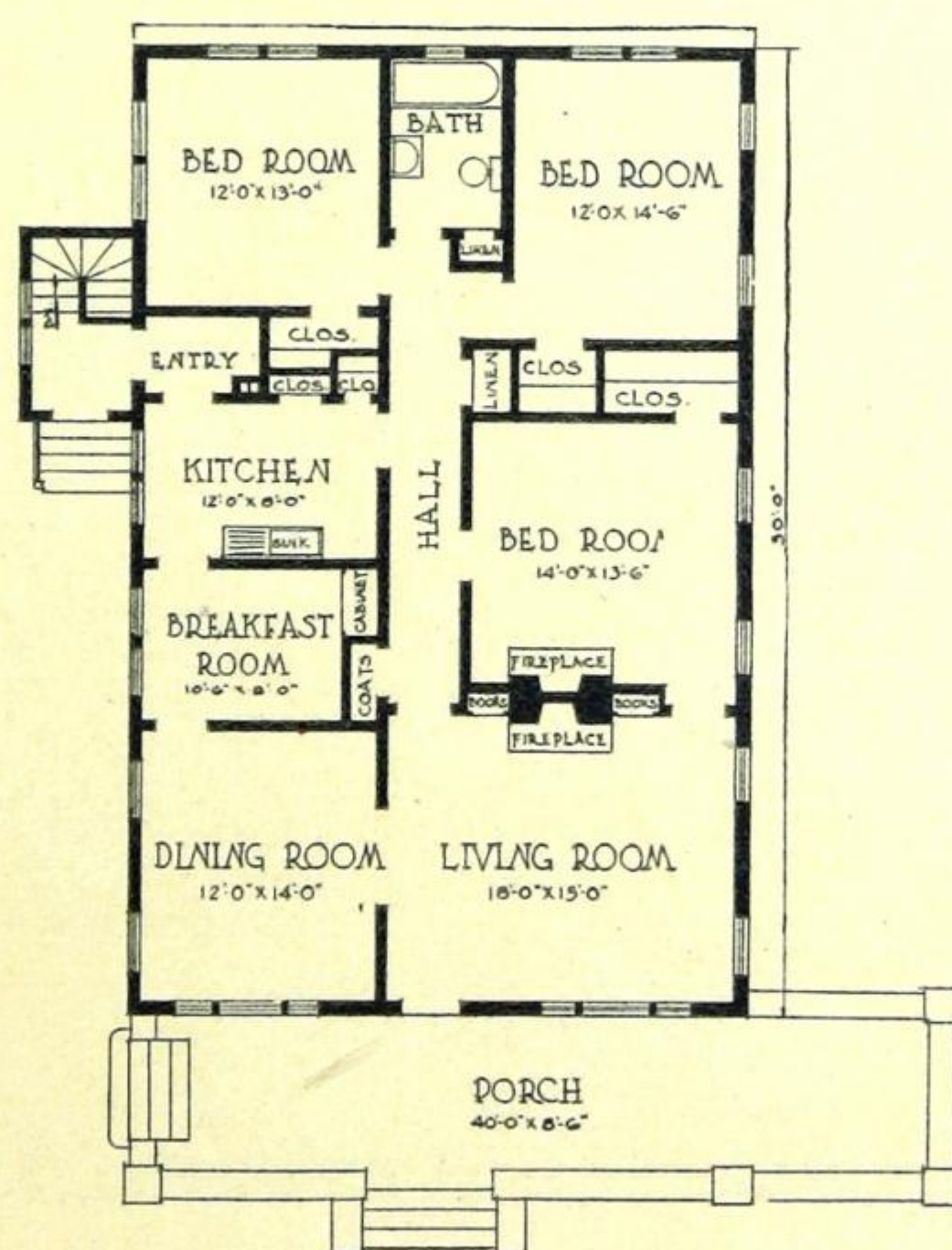
Hollow tile and stucco home designed by McDougall Bros., architects, and built in 1923 for \$8,000.



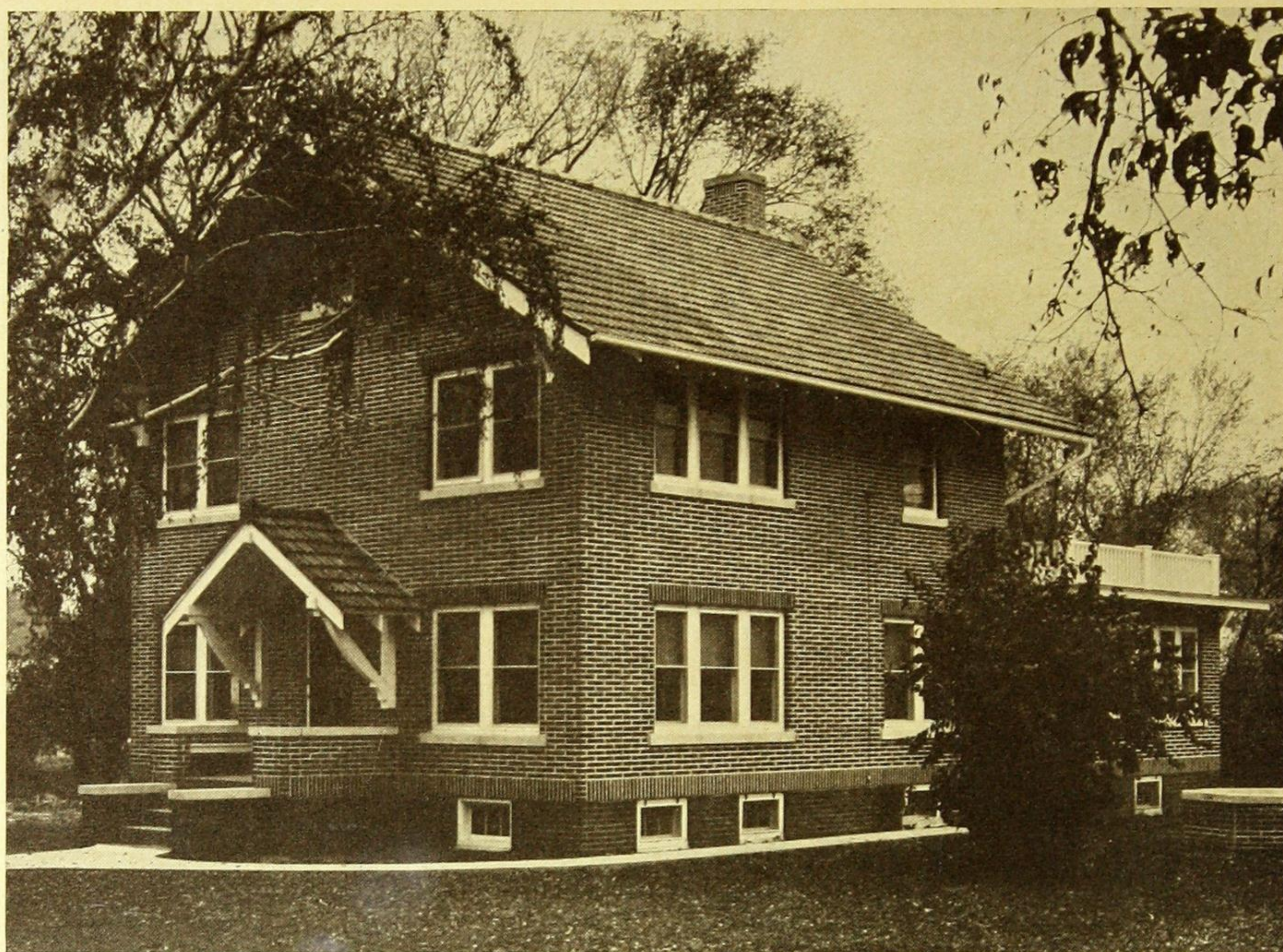
Tex-tile bungalow of Miss Jennie Marlott of Chicago, Illinois, designed by L. R. Paddock and Carl Hermann, associate architects. Approximate cost in 1920 was \$8,000.



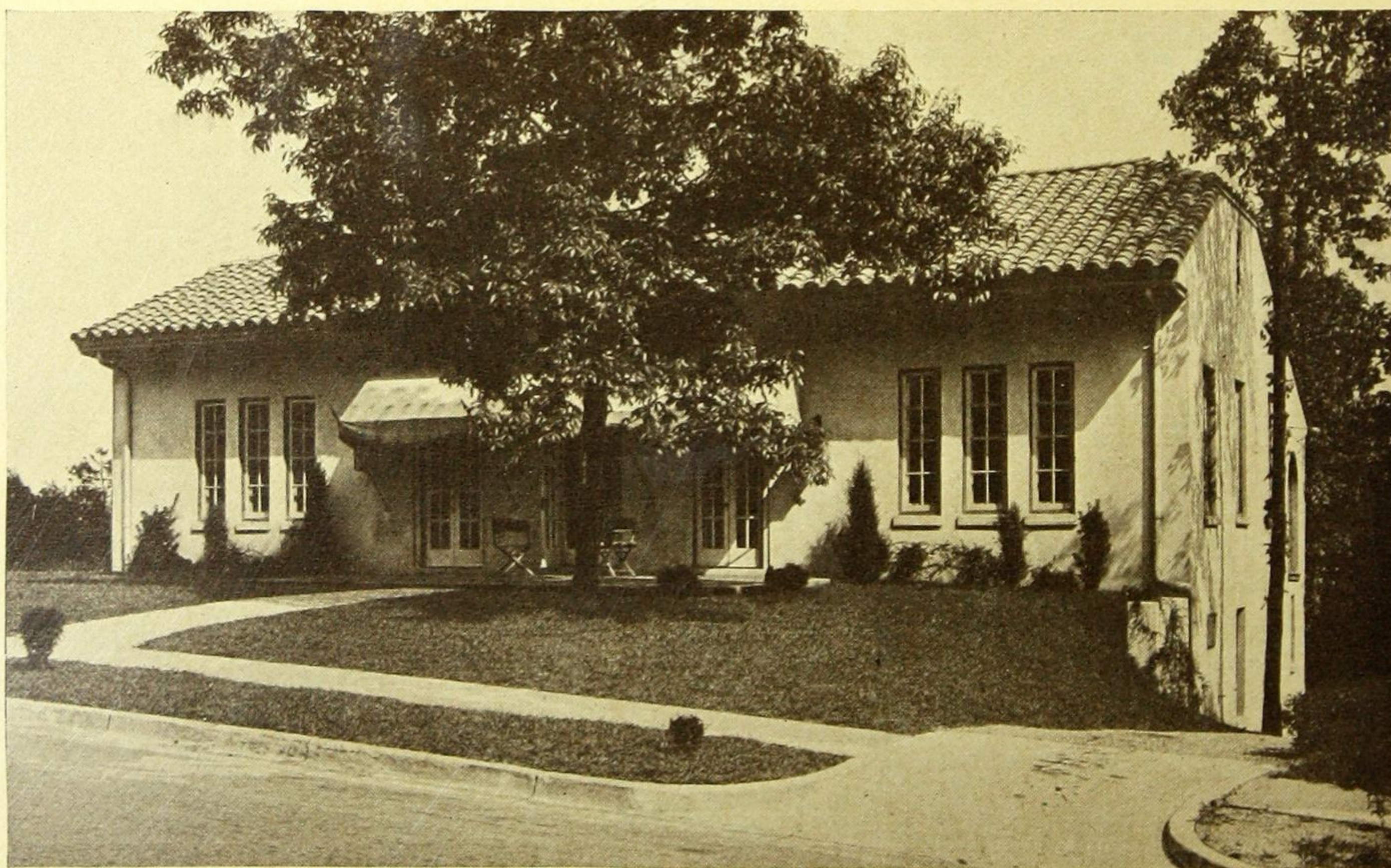
Note the especially artistic design in this hollow tile and stucco home of W. D. Colby of Birmingham, Alabama, which was built at the cost of \$13,500.



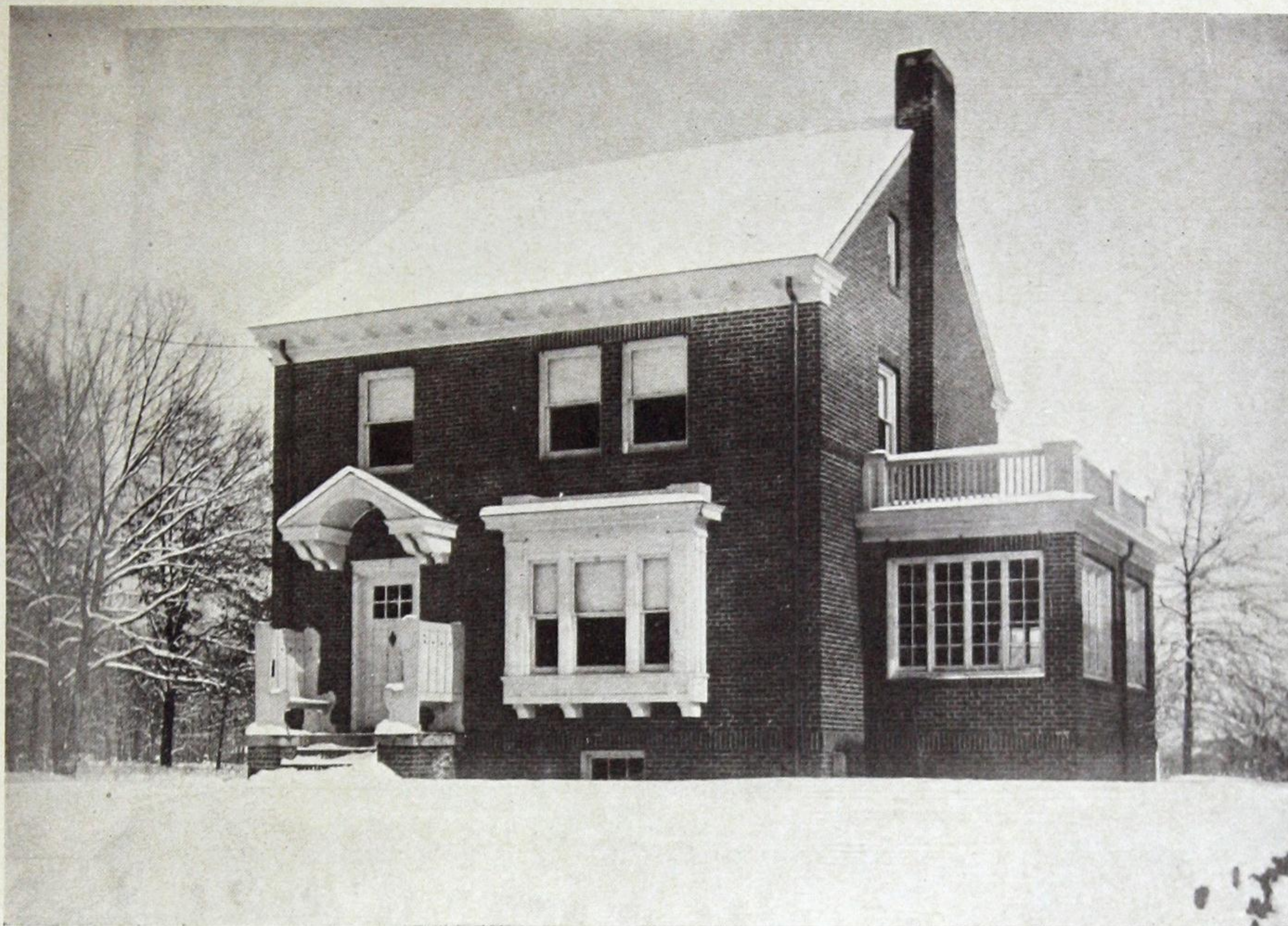
Floor Plan



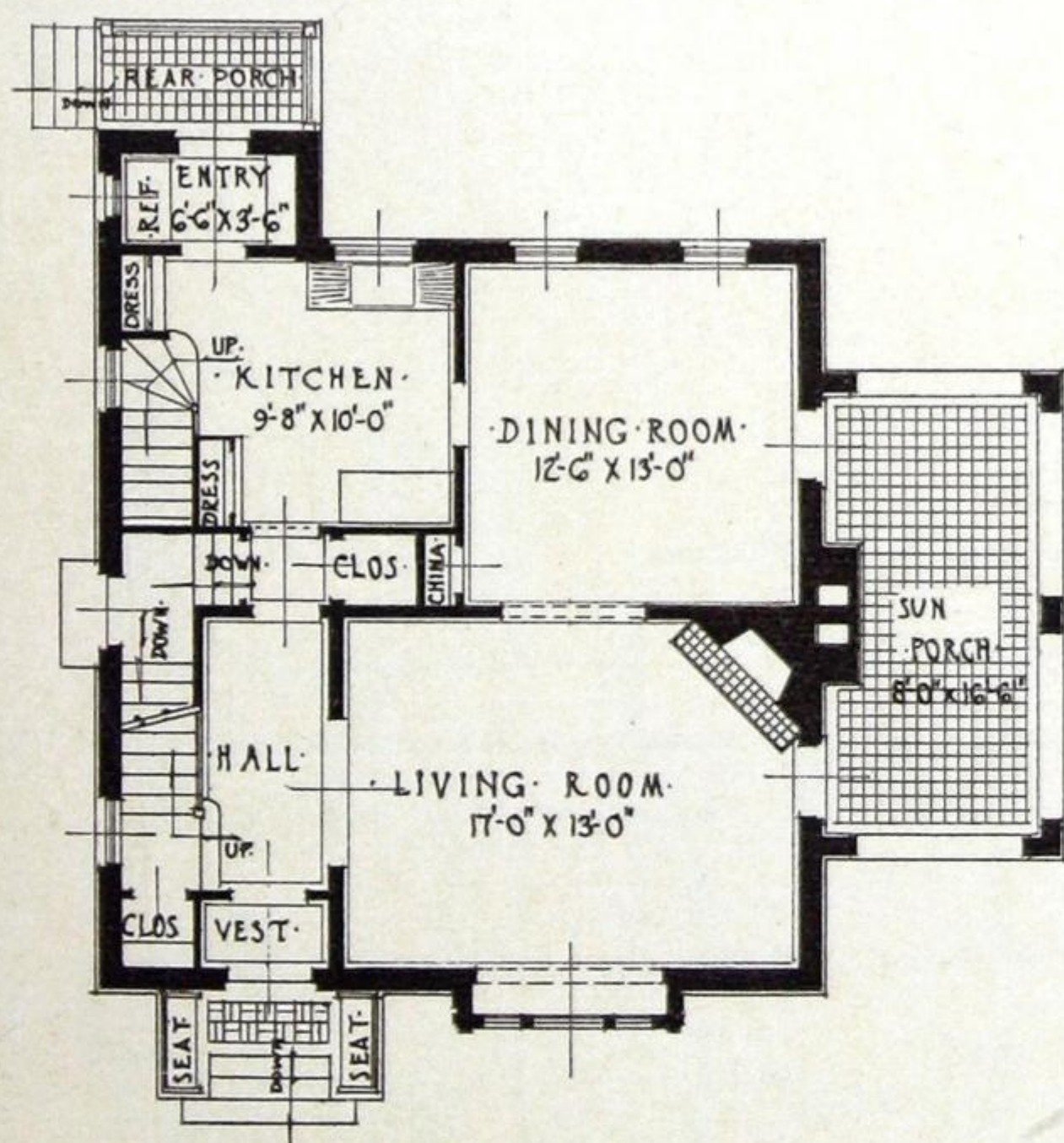
The white trim on home and garage offers a pleasing contrast with the dark face tile in the residence of Dr. George Smiley, of Atlantic, Iowa, built for \$9,200.00



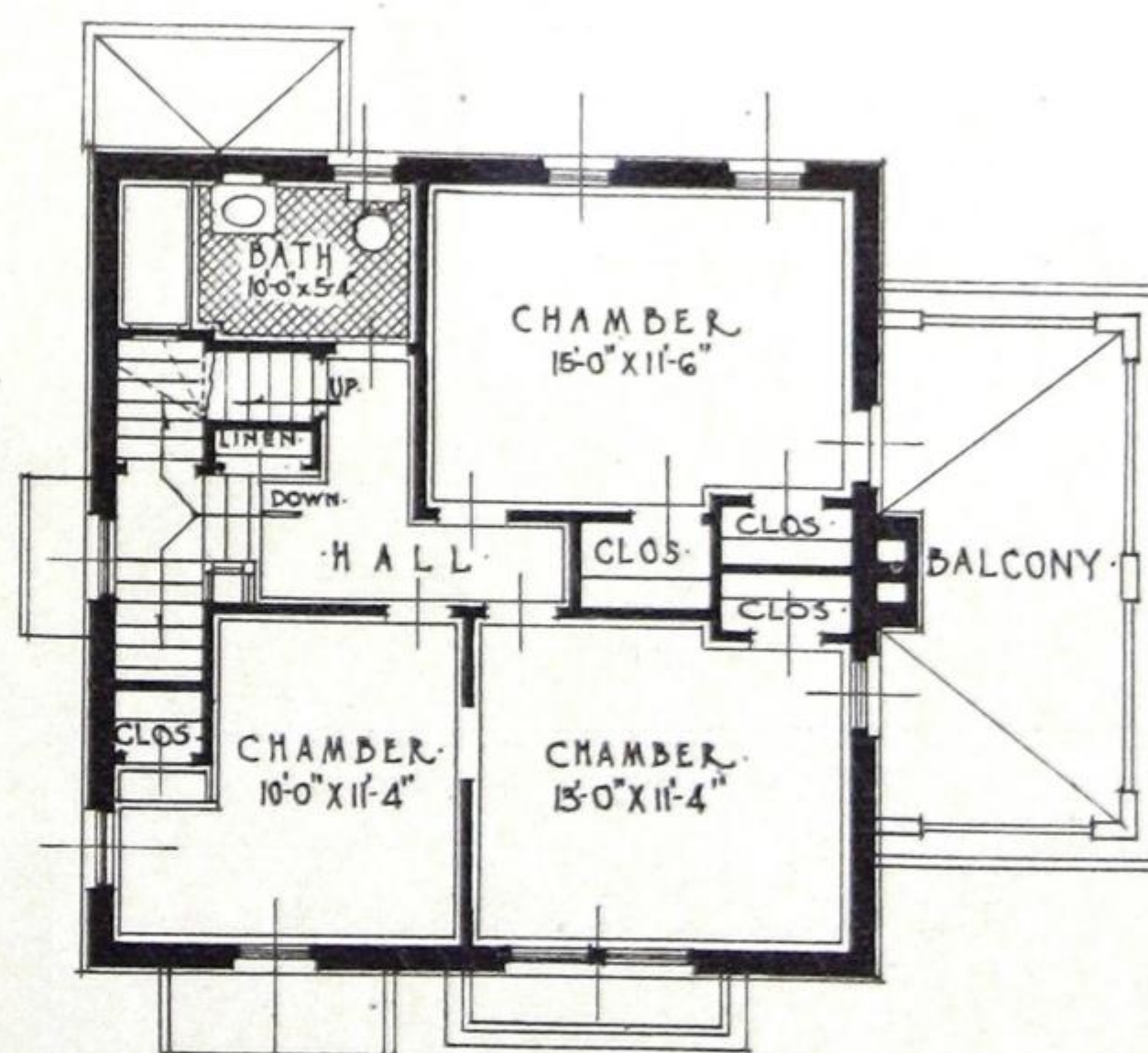
Home of H. S. Geismer, designed by D. O. Whillden and built in 1922 for \$15,000, constructed of stucco over hollow tile.



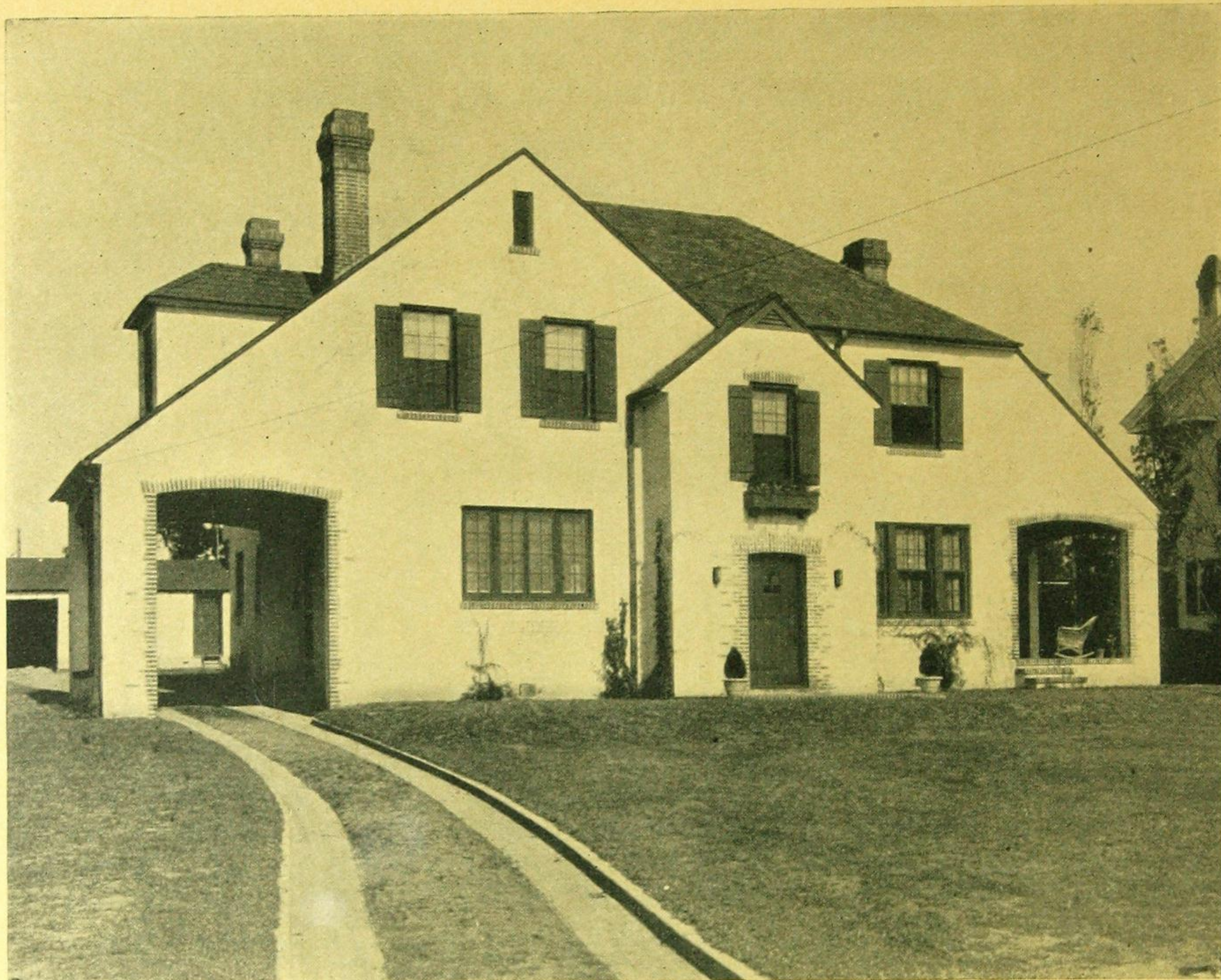
White trim gives an artistic touch to this home of H. B. Thomas, designed by H. E. Paddon, New York architect and constructed at Hawthorne, N. J. It is built of face brick over hollow tile.



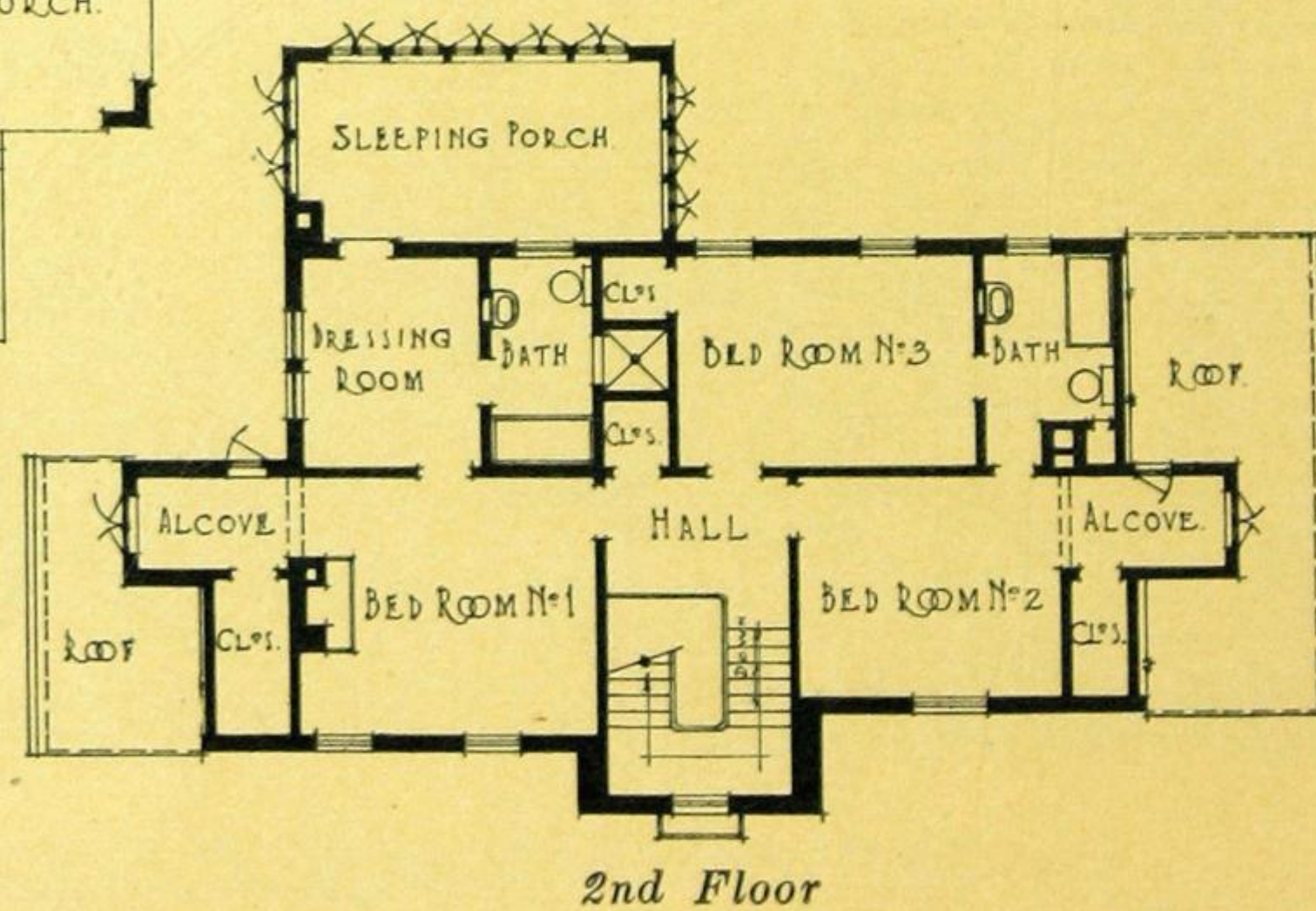
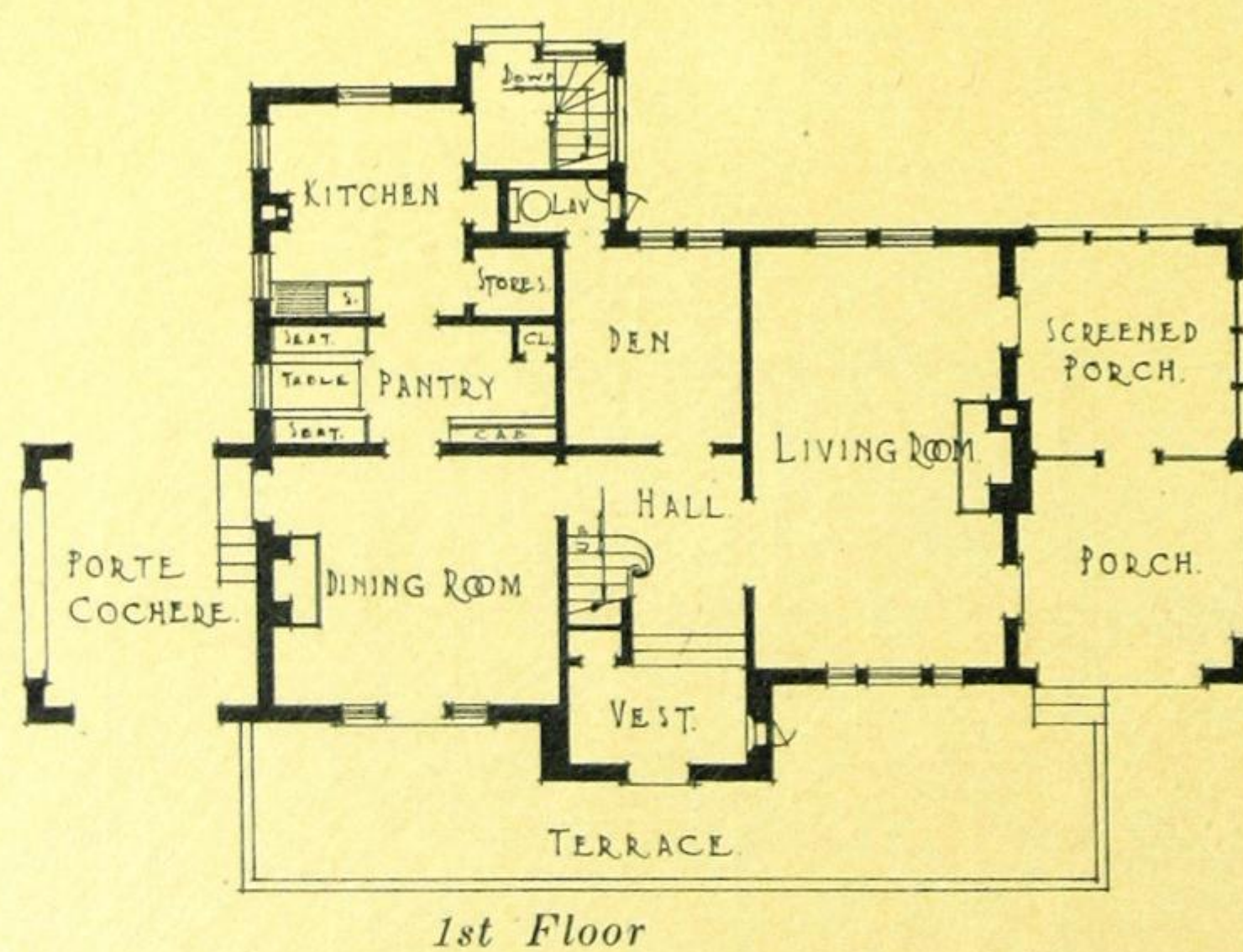
1st Floor

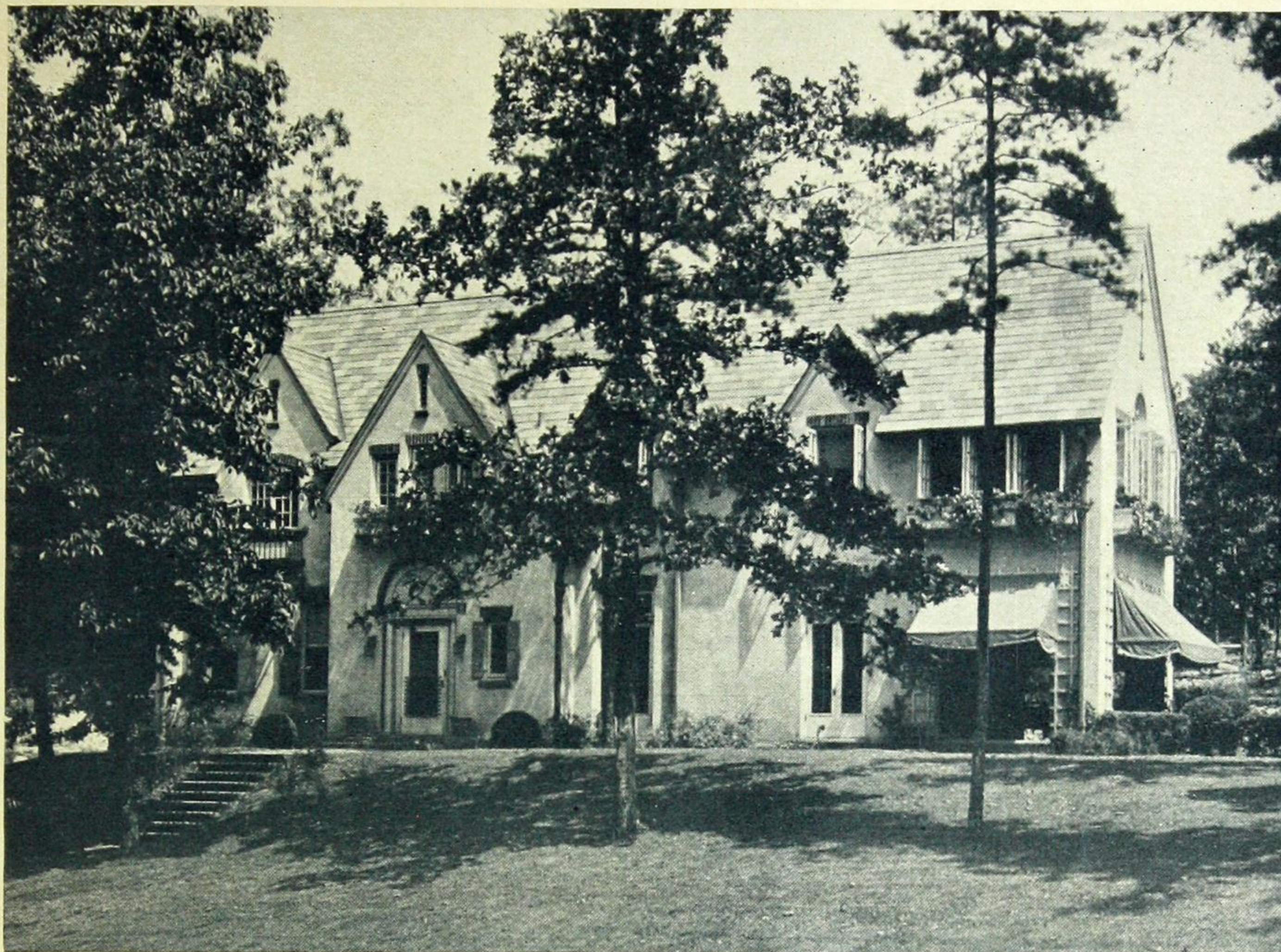


2nd Floor

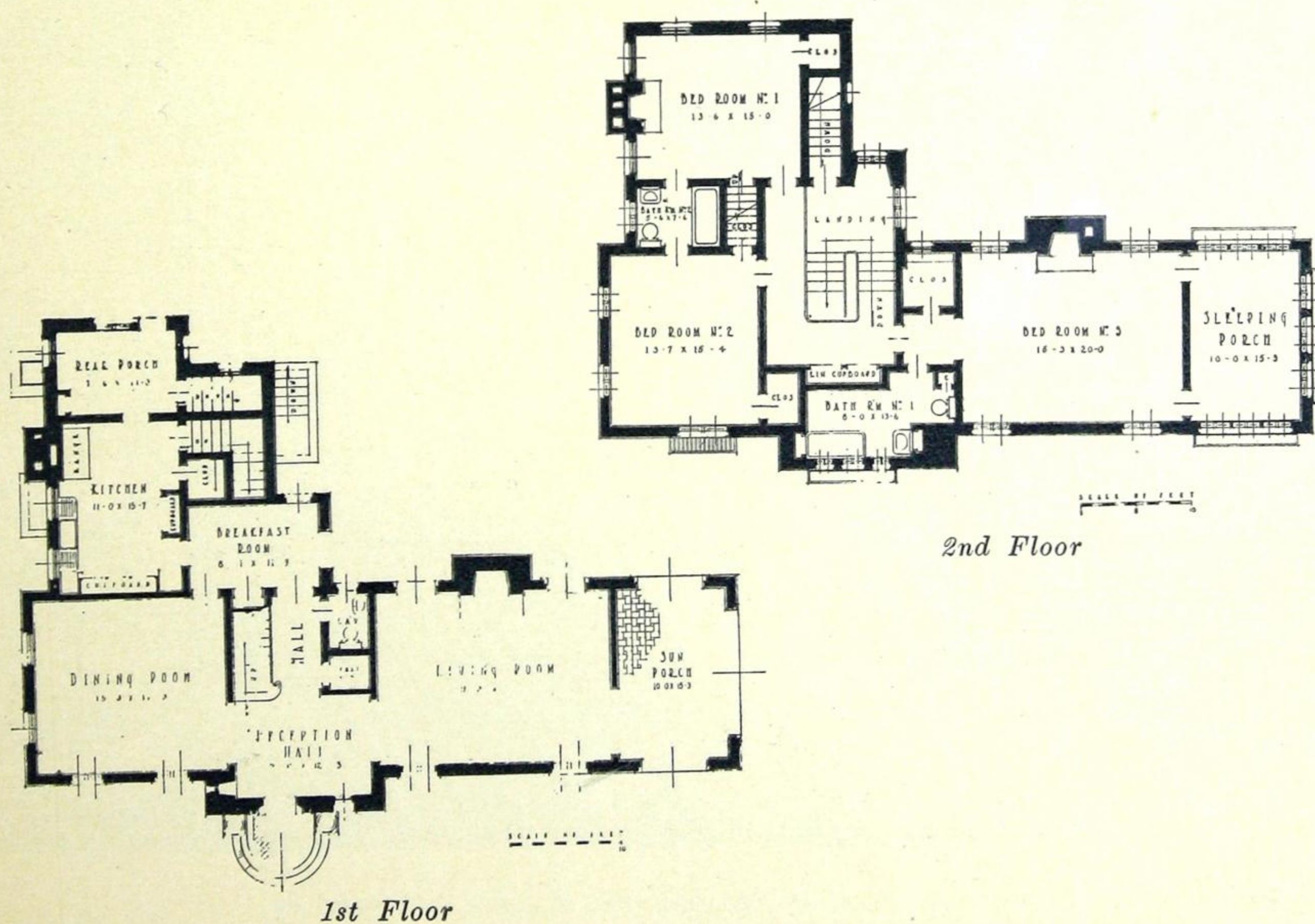


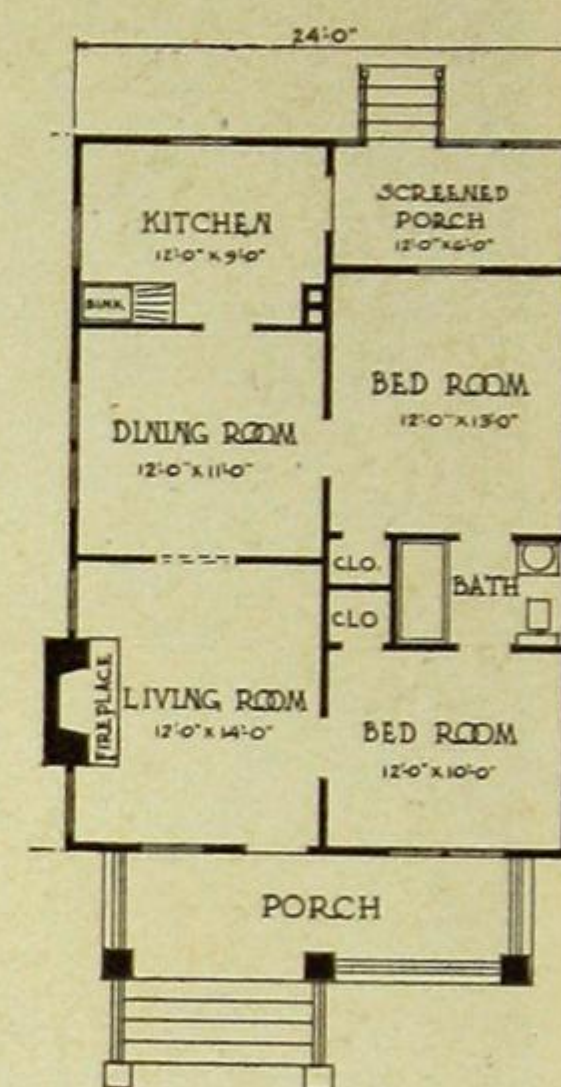
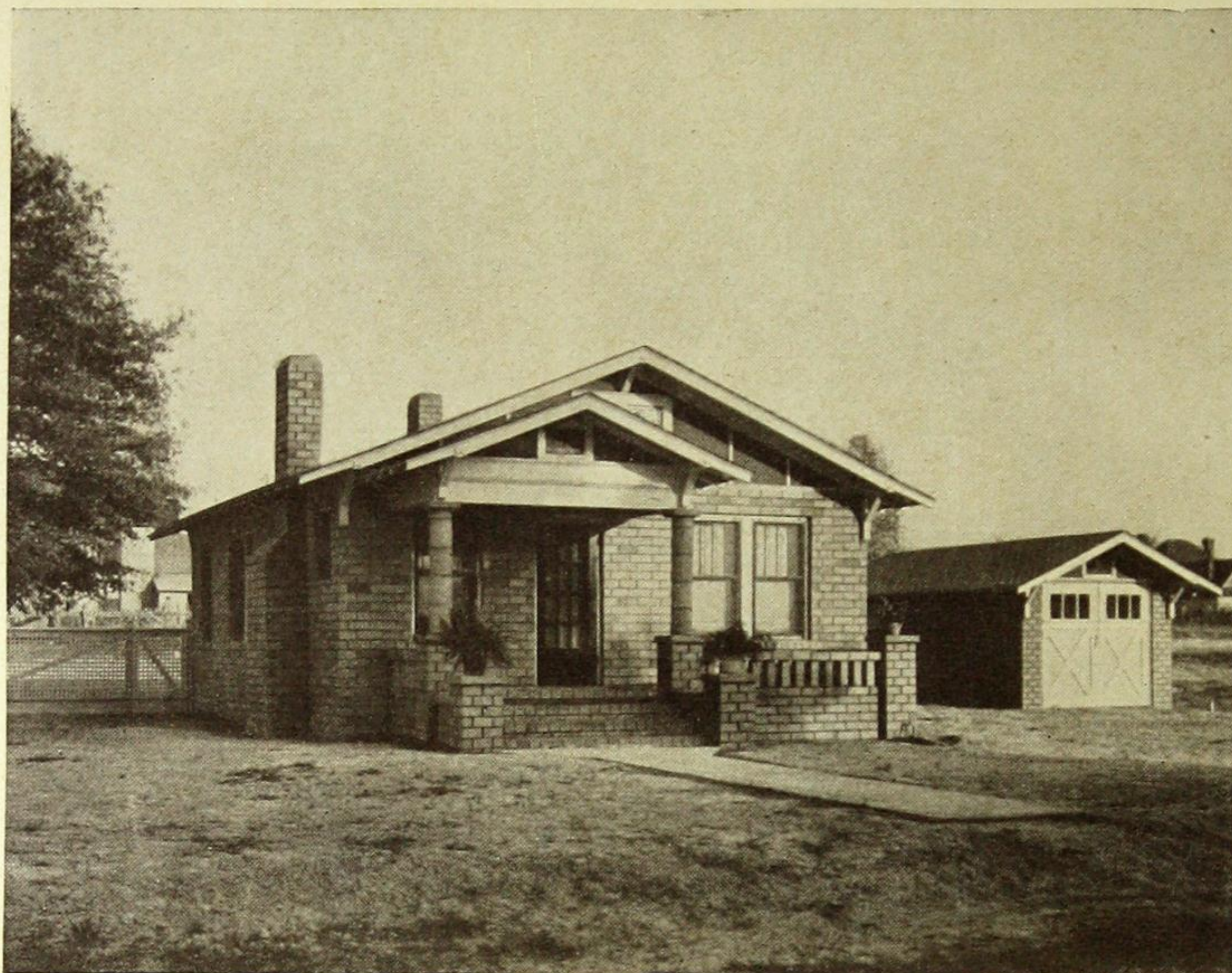
Beautifully designed residence of Dr. Regnald Maxwell, designed by Scroggs and Ewing, architects and erected at Augusta, Ga., in 1923, for \$15,000. It is constructed of stucco over hollow tile.





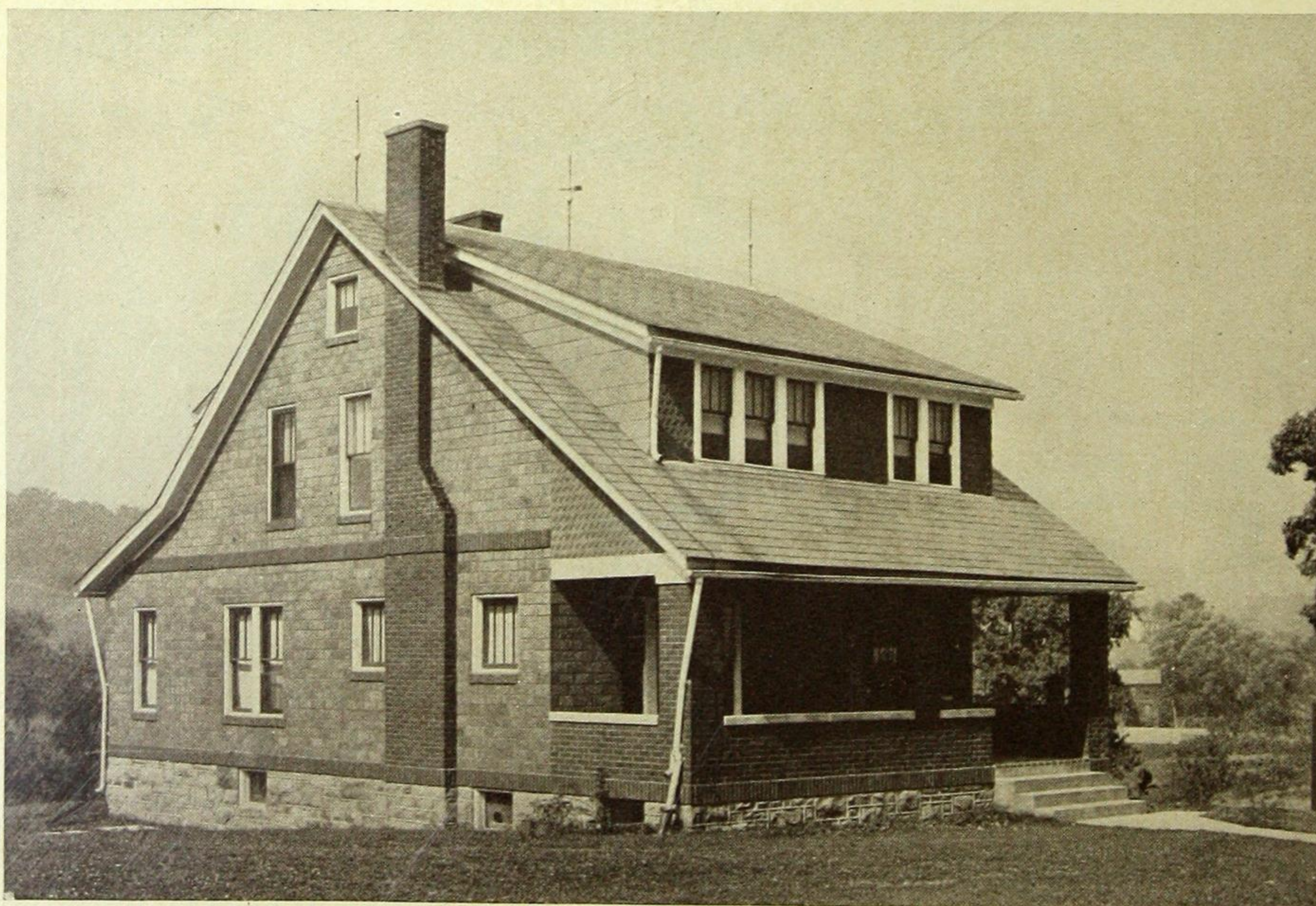
Residence of E. T. Williams, Birmingham, Ala., constructed in 1922 for \$20,000. Warren, Knight and Davis, architects of Birmingham, Ala., designed the home which is built of stucco over tile.





Floor Plan

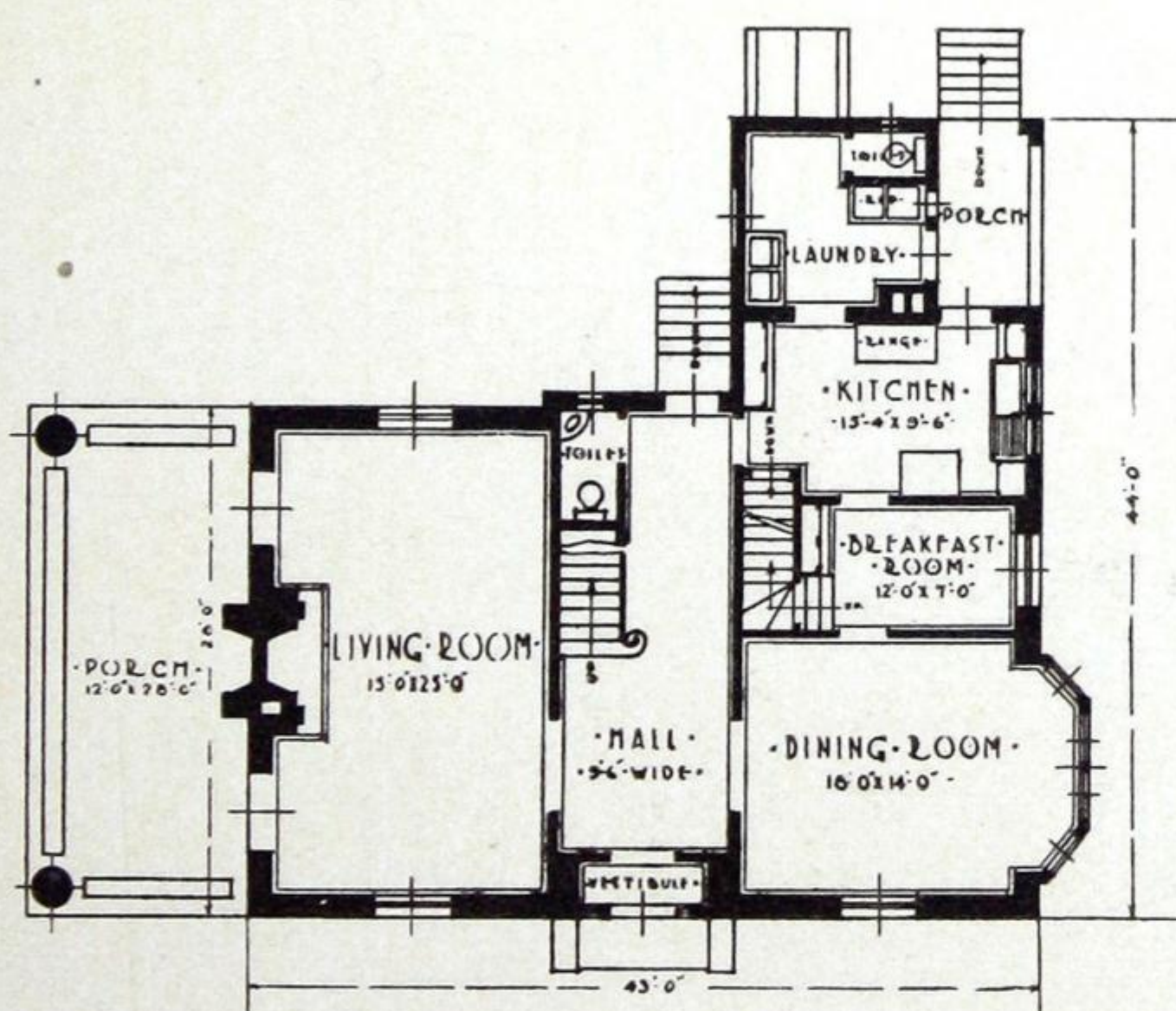
Face tile home and garage, designed and built by B. W. Norris, of West Point, Miss., for \$3,000 during July, 1924. Porches and terrace are also of hollow tile with 1-inch cement top.



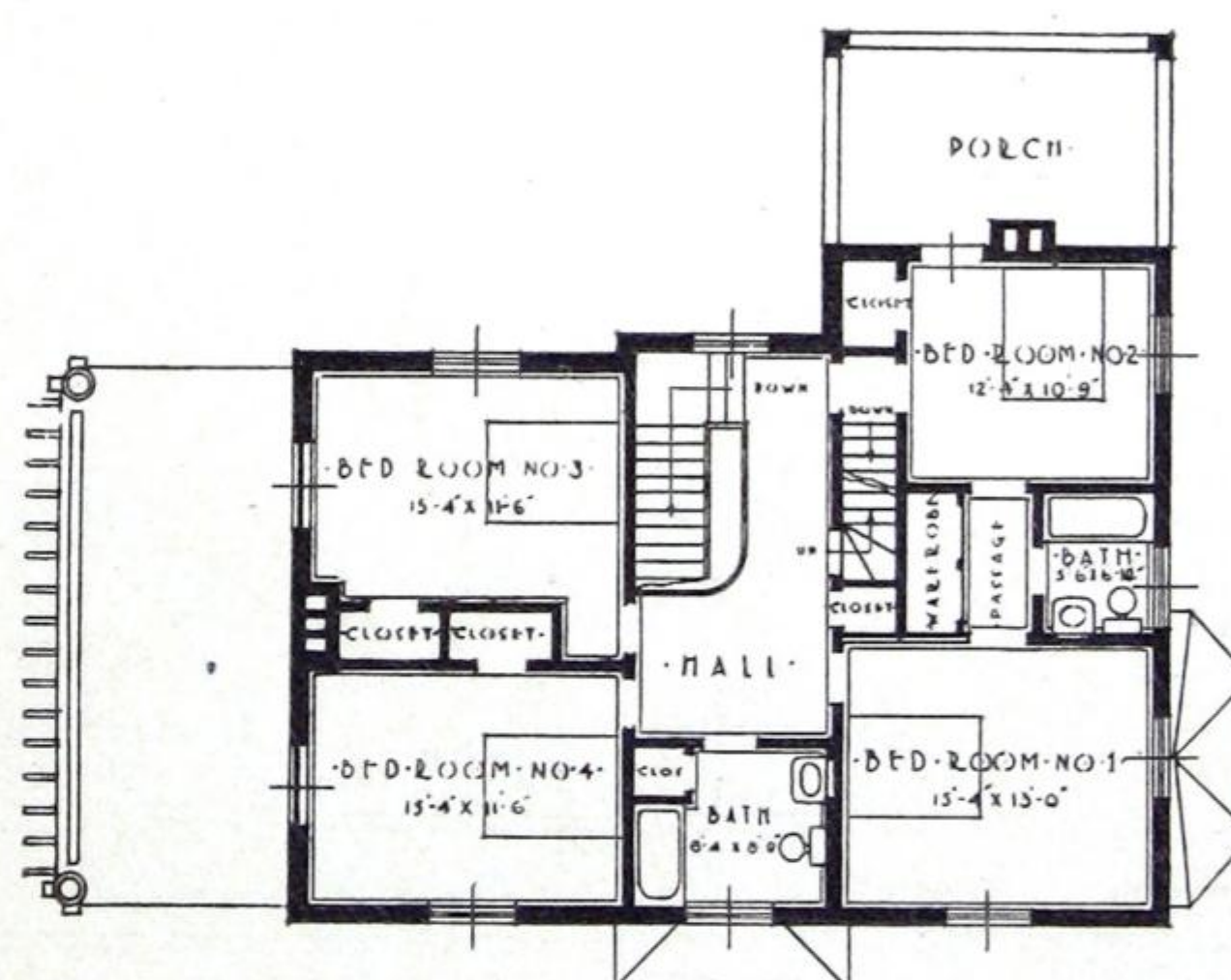
Residence constructed at Saxonburg, Pa., of double shell glazed tile.



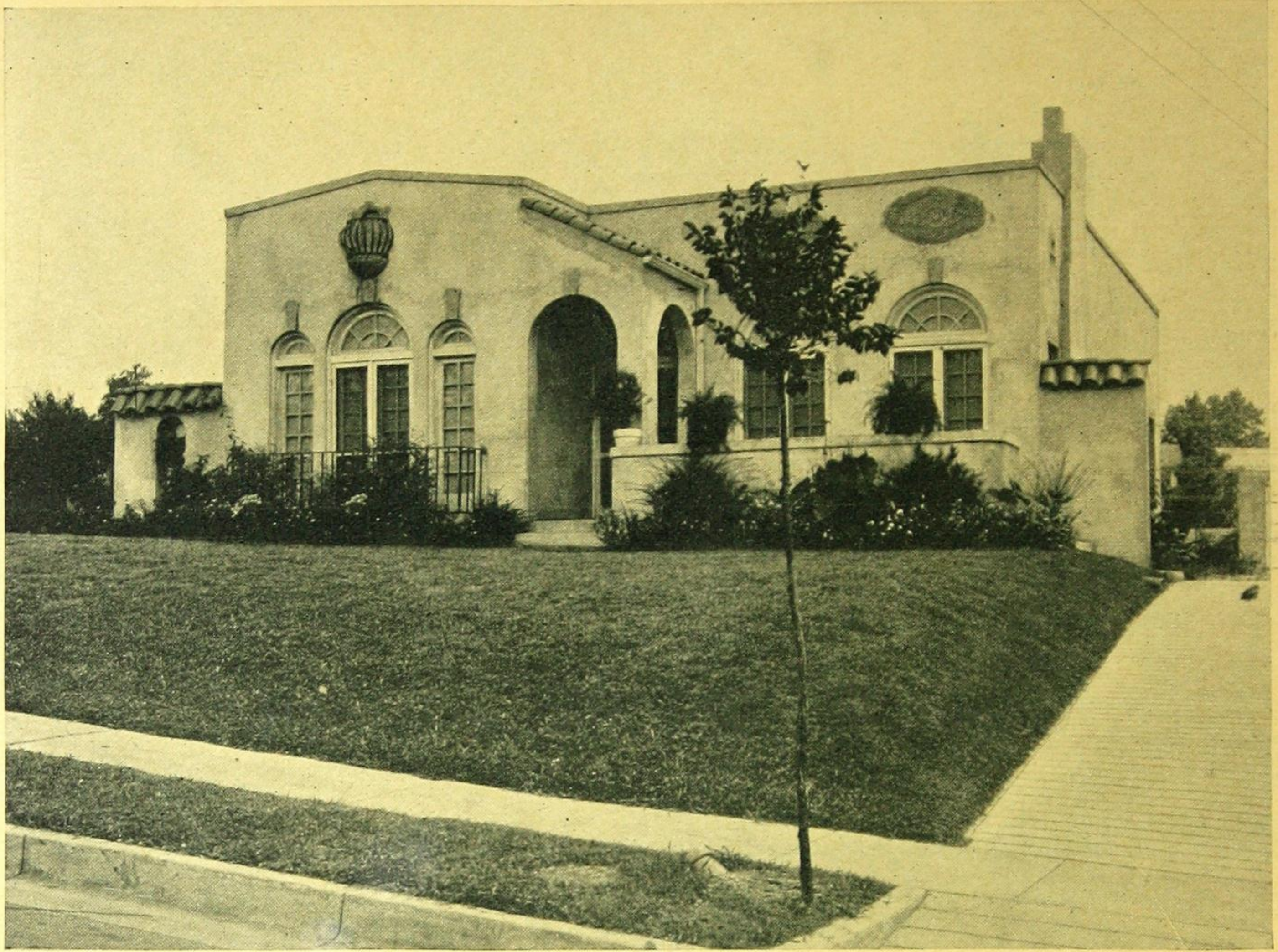
Residence of Miss Mary A. Warren, Terre Haute, Ind., built in 1915. Johnson, Miller and Miller, architects, designed the home which was built of stucco over tile.



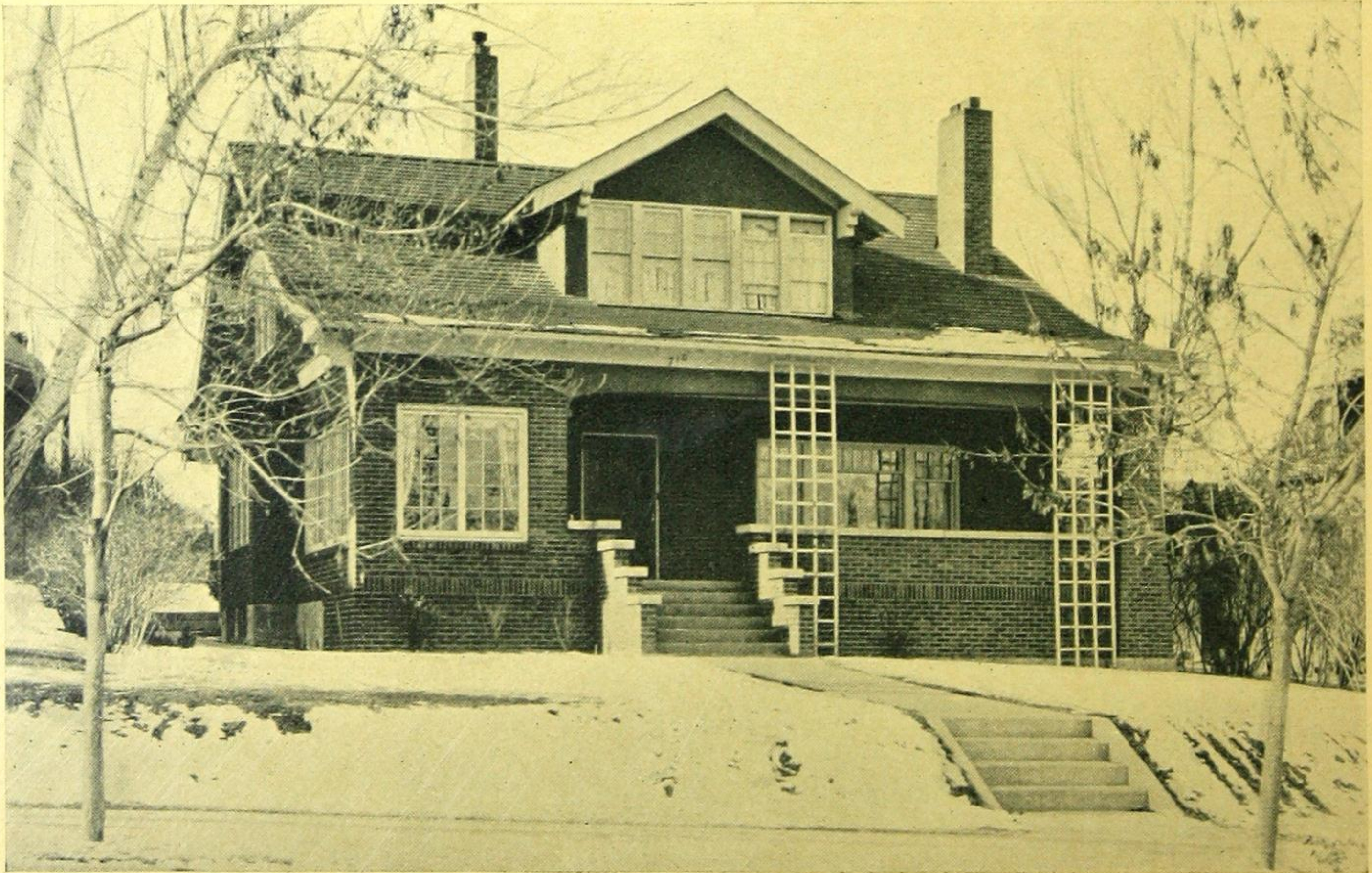
1st Floor



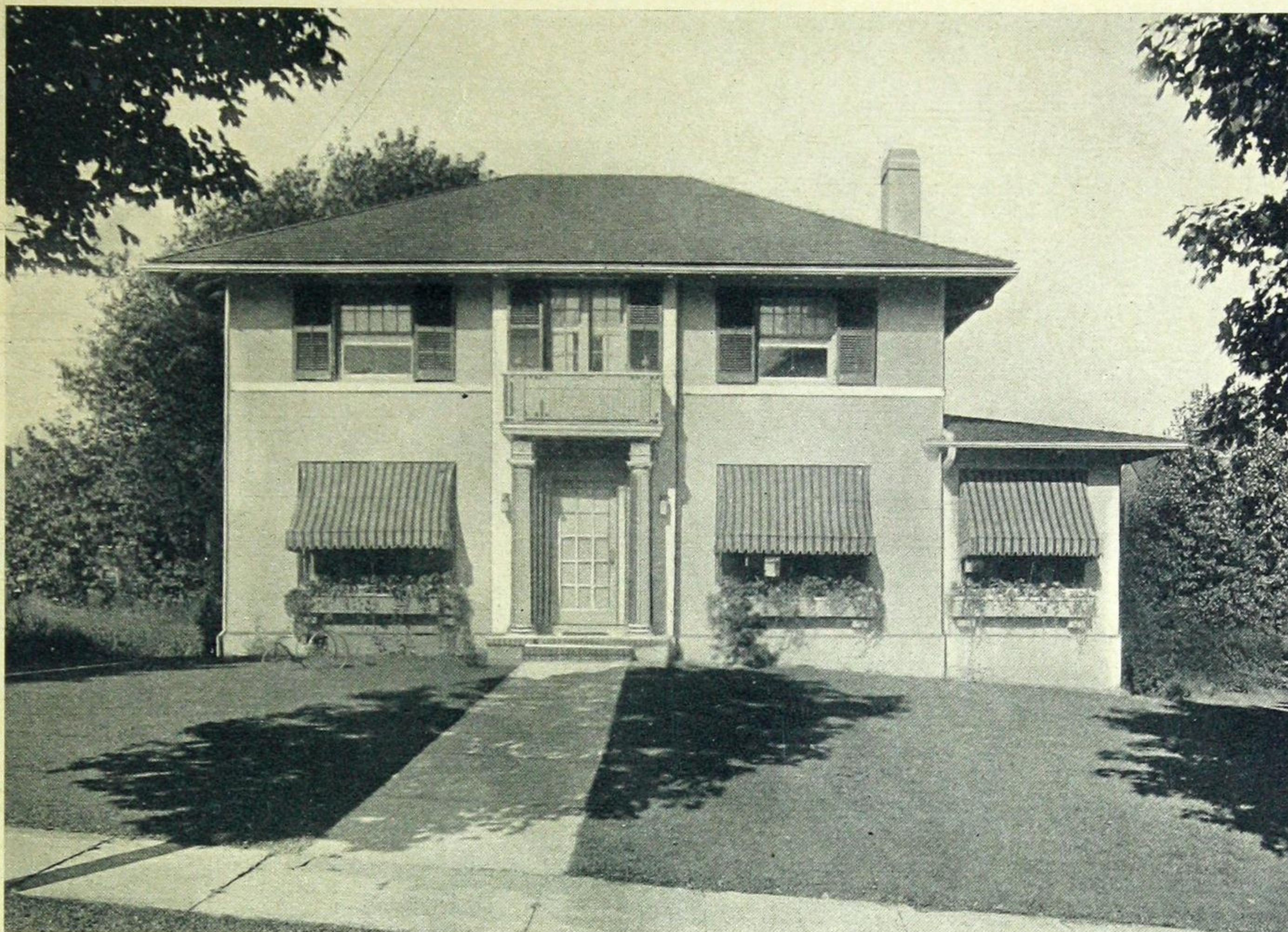
2nd Floor



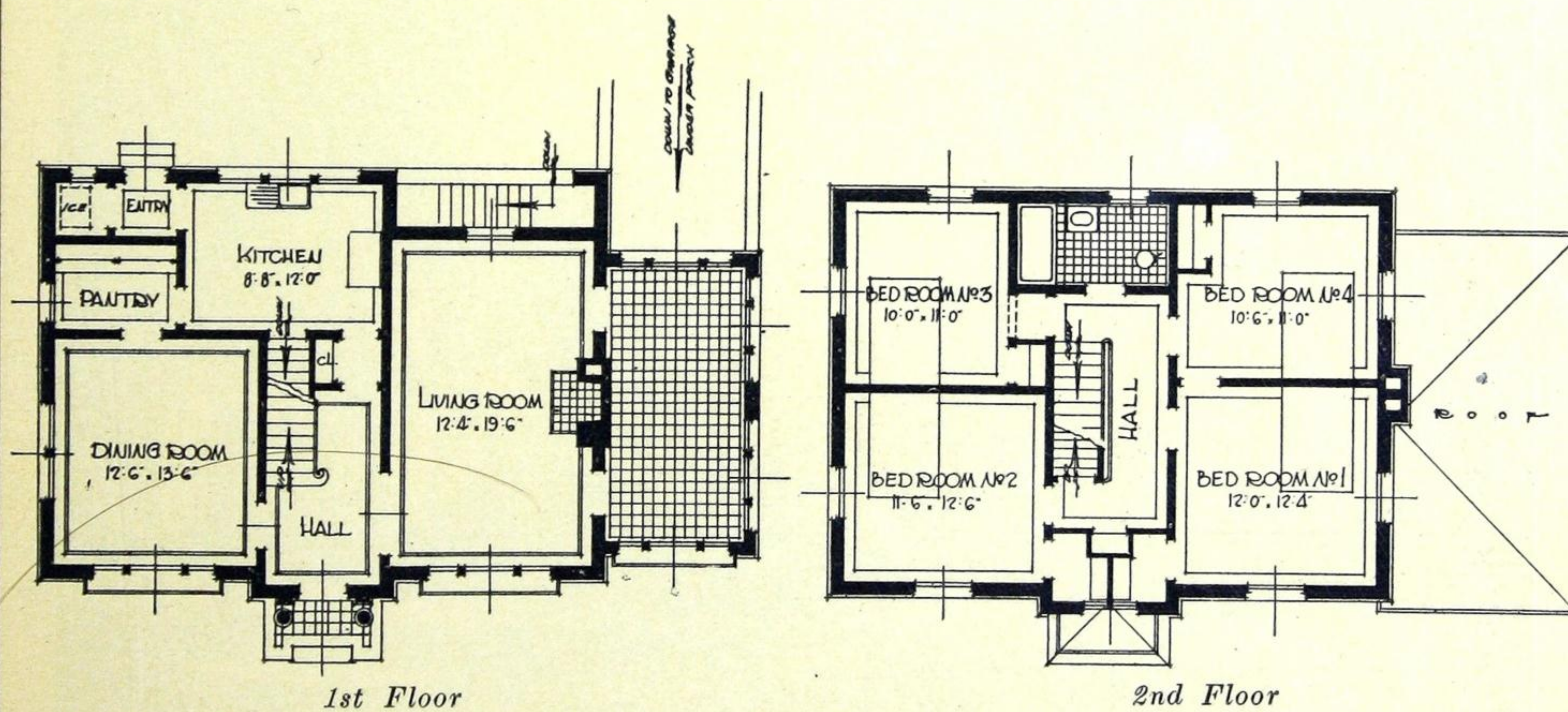
Beautiful southern home of A. C. Dickinson built in 1923 for \$10,000.
Note the use of foundation planting of shrubbery.



Bungalow of Georga Grossberg, Helena, Montana, constructed of brick veneer over hollow tile.



Built at Hackensack, N. J., for G. R. Steinert, Esq., in 1919, for \$12,000. Awnings and shutters add an artistic touch to the home.





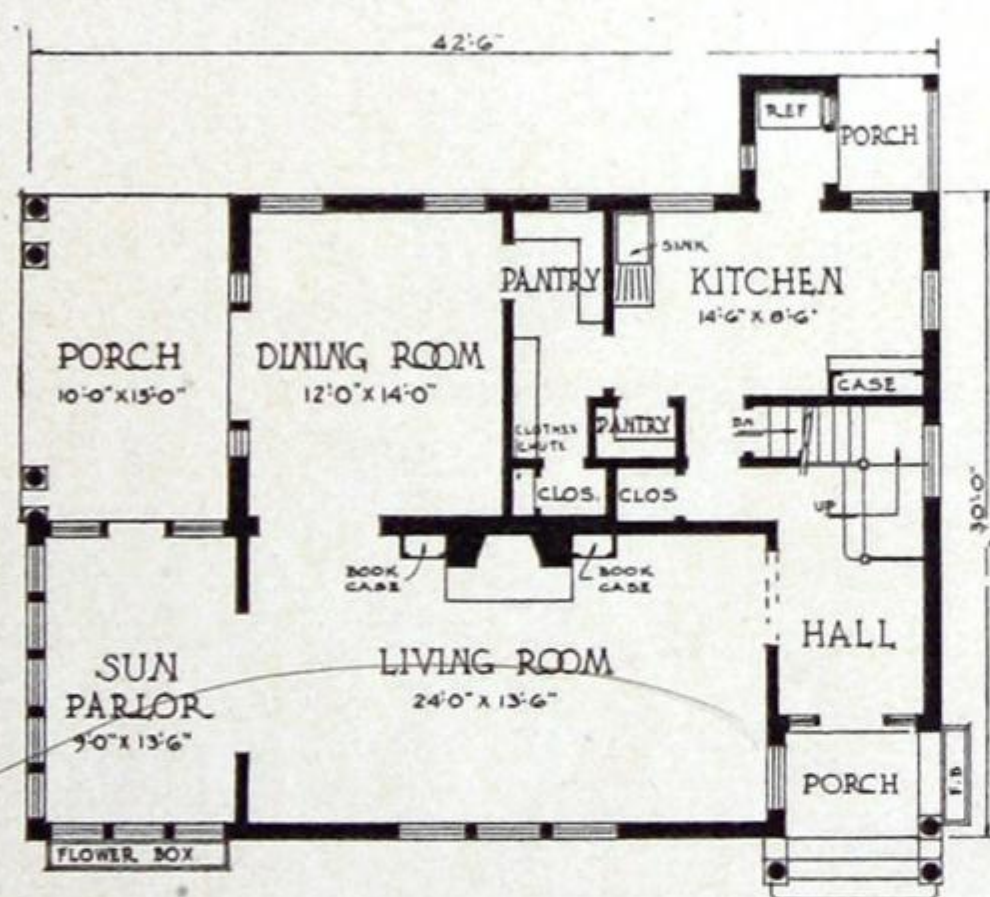
Face tile home of A. W. Turner, Ames, Iowa, built in 1922 for \$6,400.



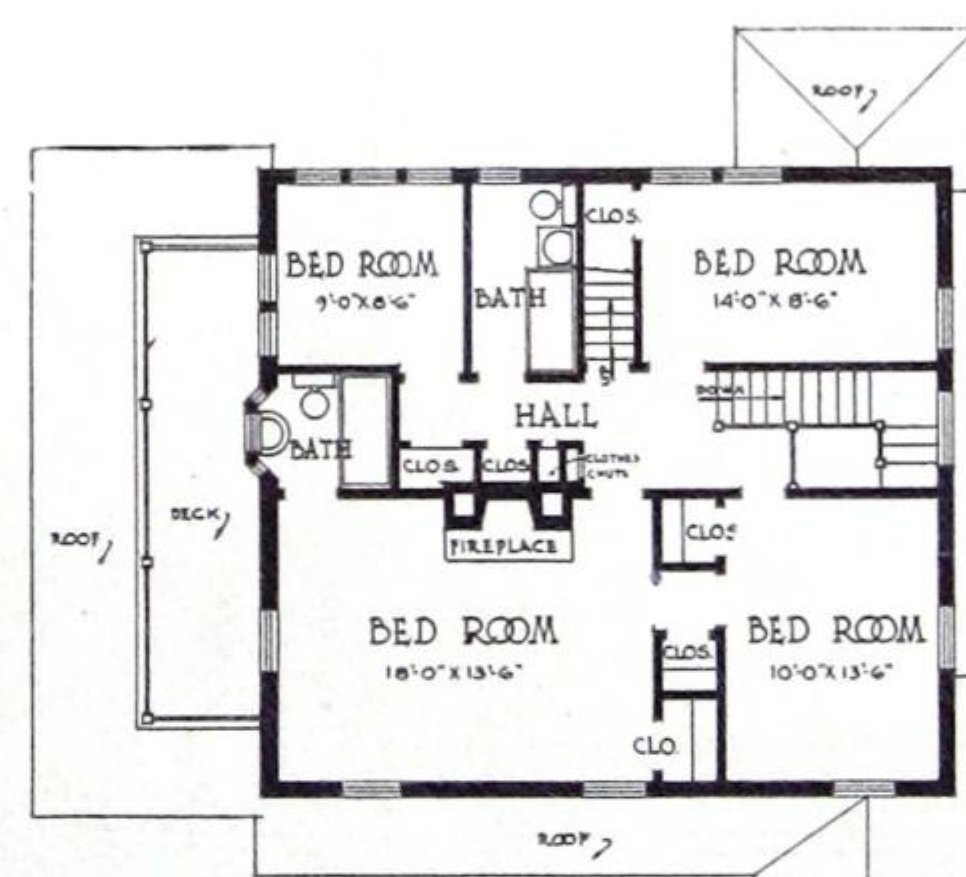
Spacious mansion of E. Bogardus Shaw of Chicago, Illinois, designed by Marshall and Fox.



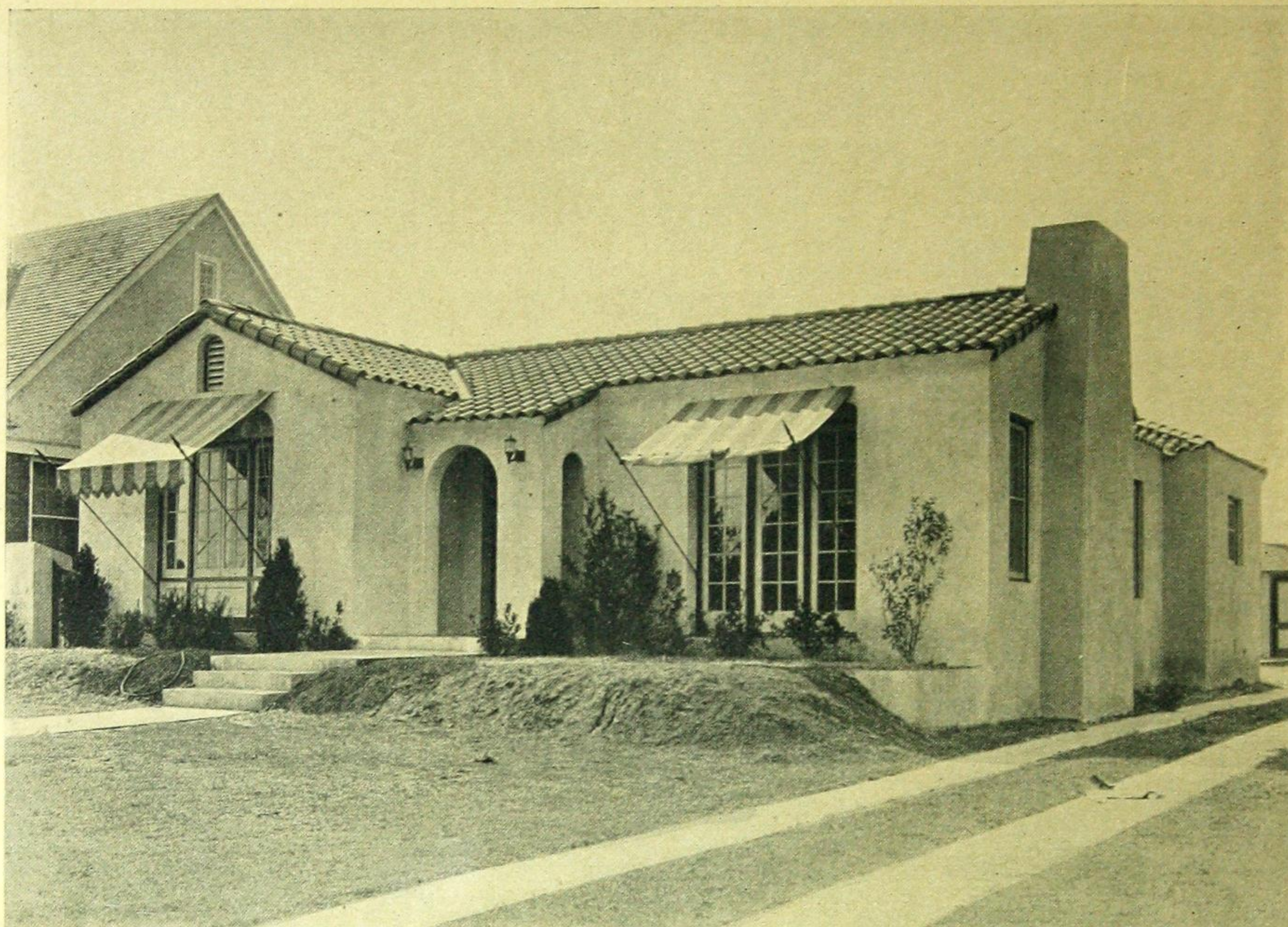
Individuality is paramount in this beautifully designed home of Amos Prescott, of Passaic, N. J., designed by Edgar Josselph, of New York.



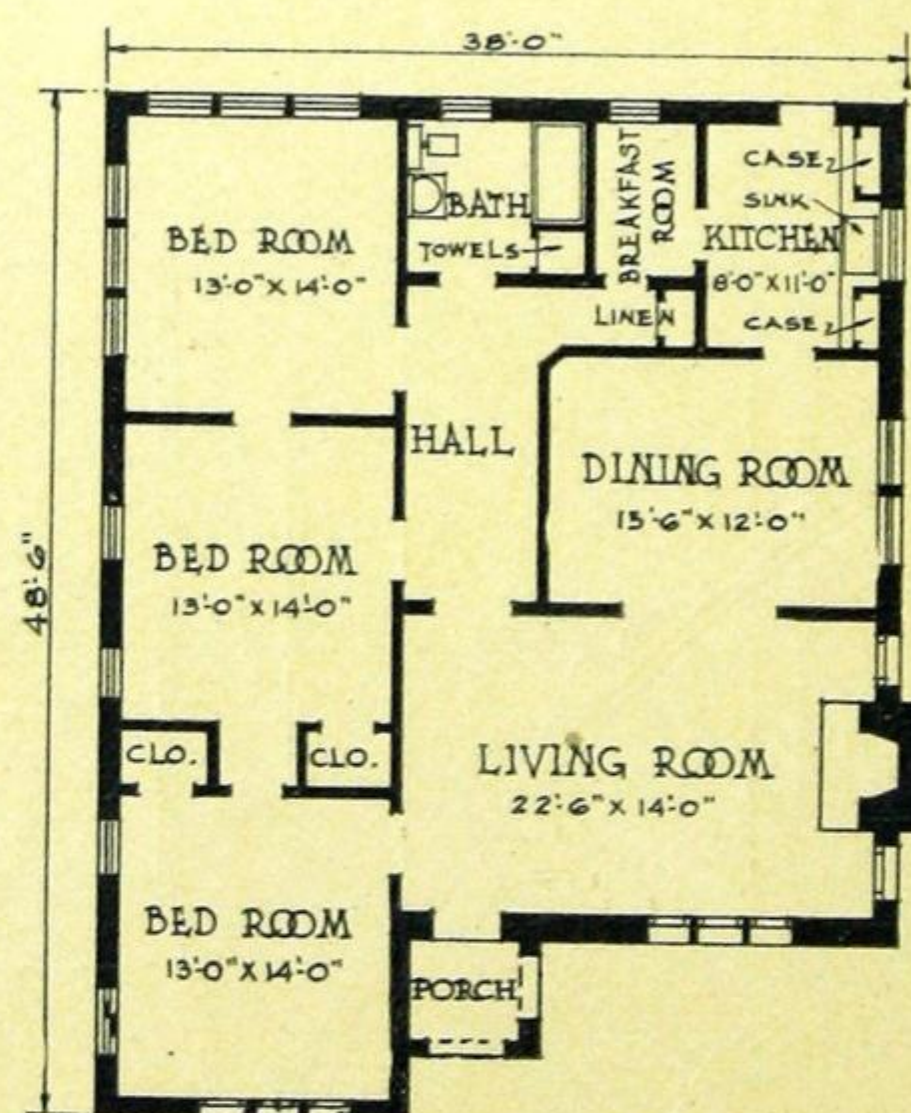
1st Floor



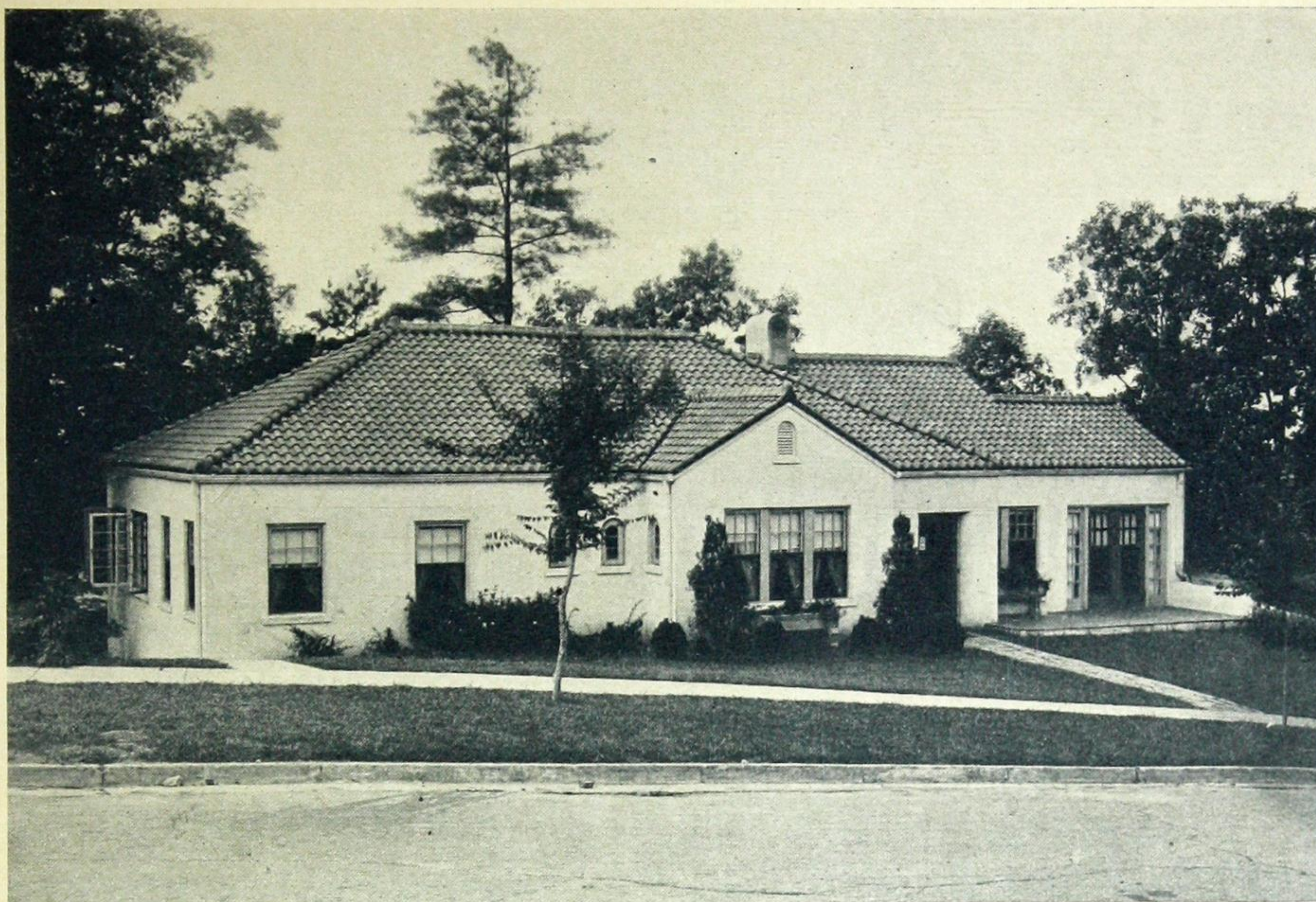
2nd Floor



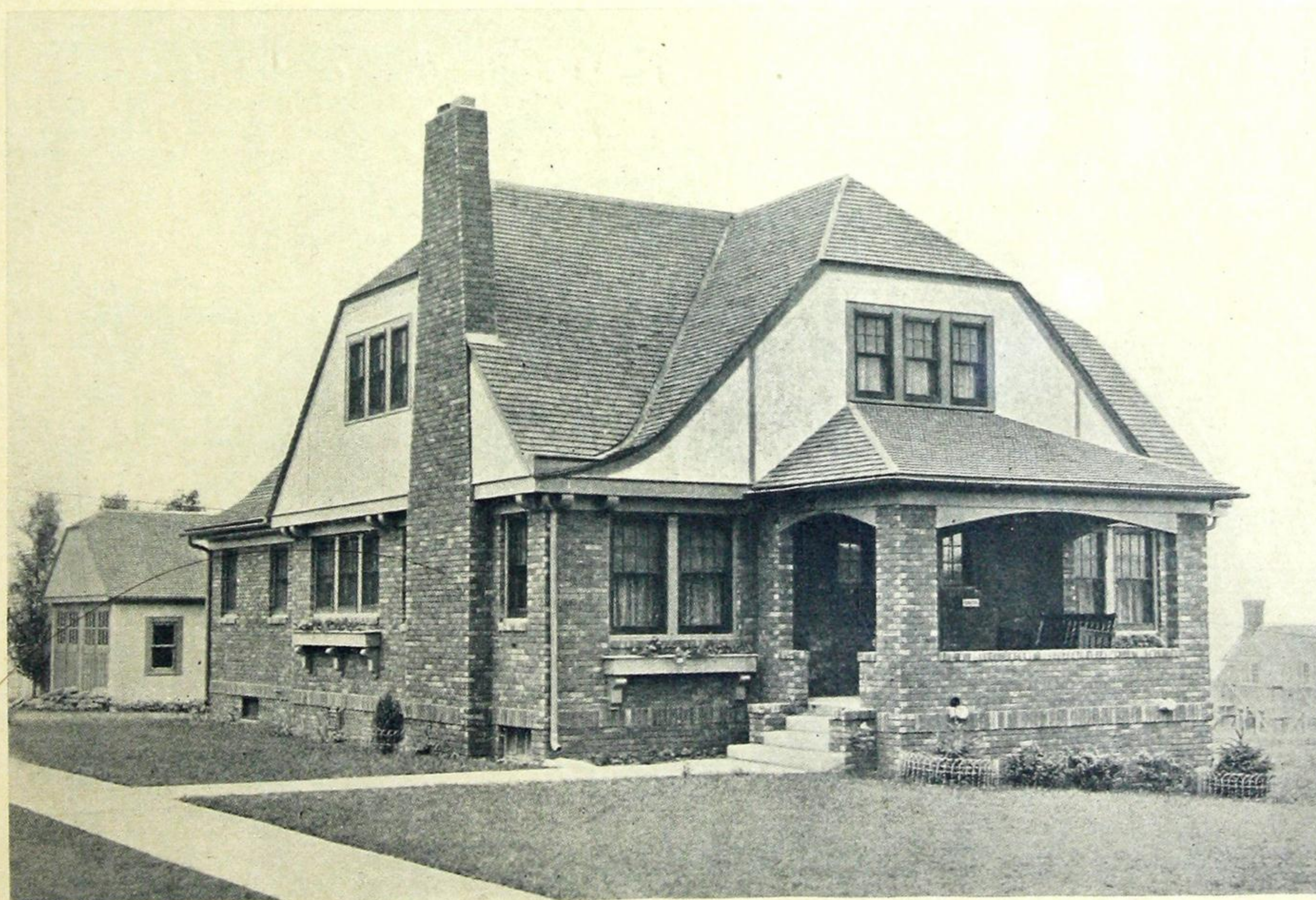
Dignified residence of D. H. Doble, Dallas, Texas, built in the spring of 1924 for approximately \$7,000.



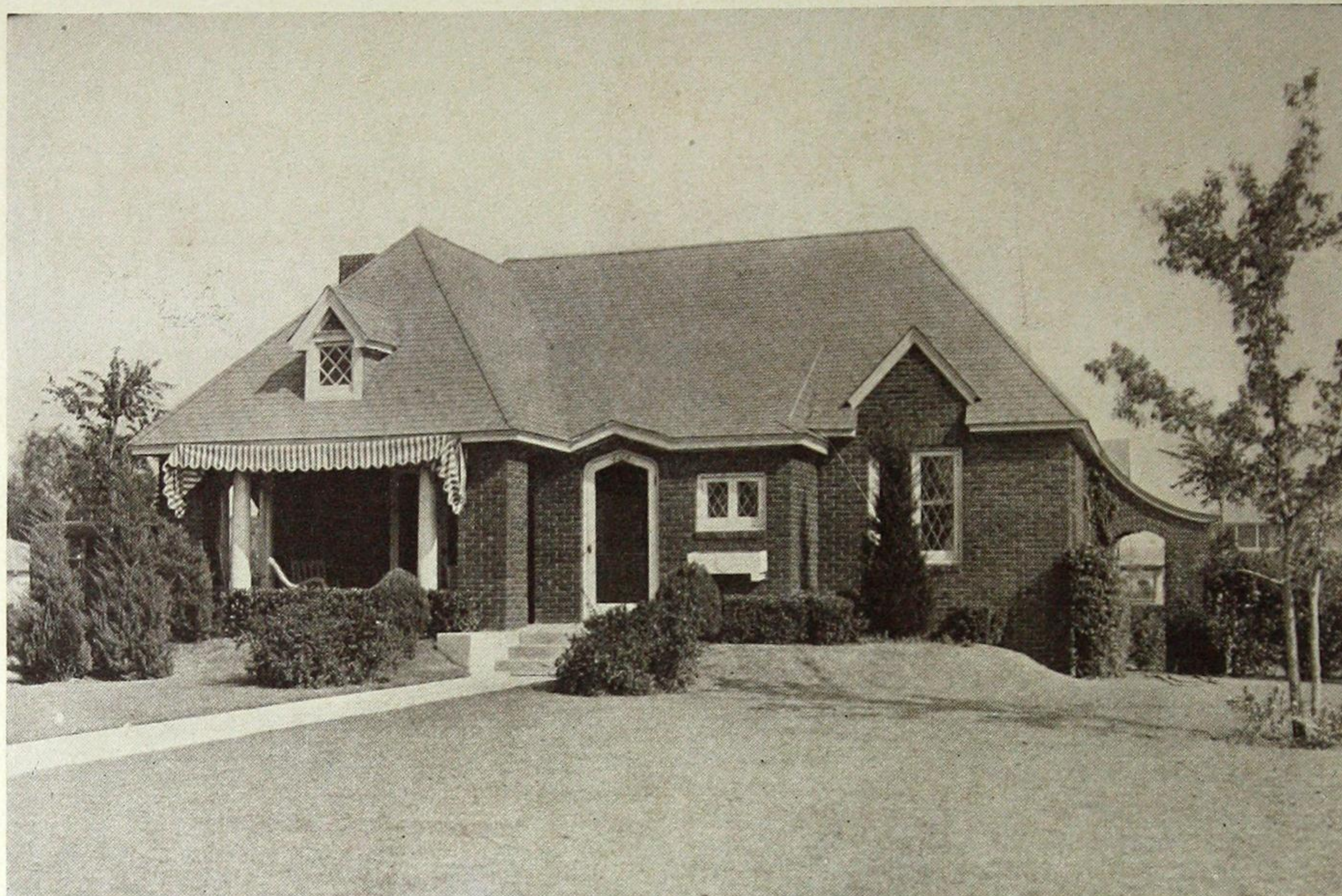
Floor Plan



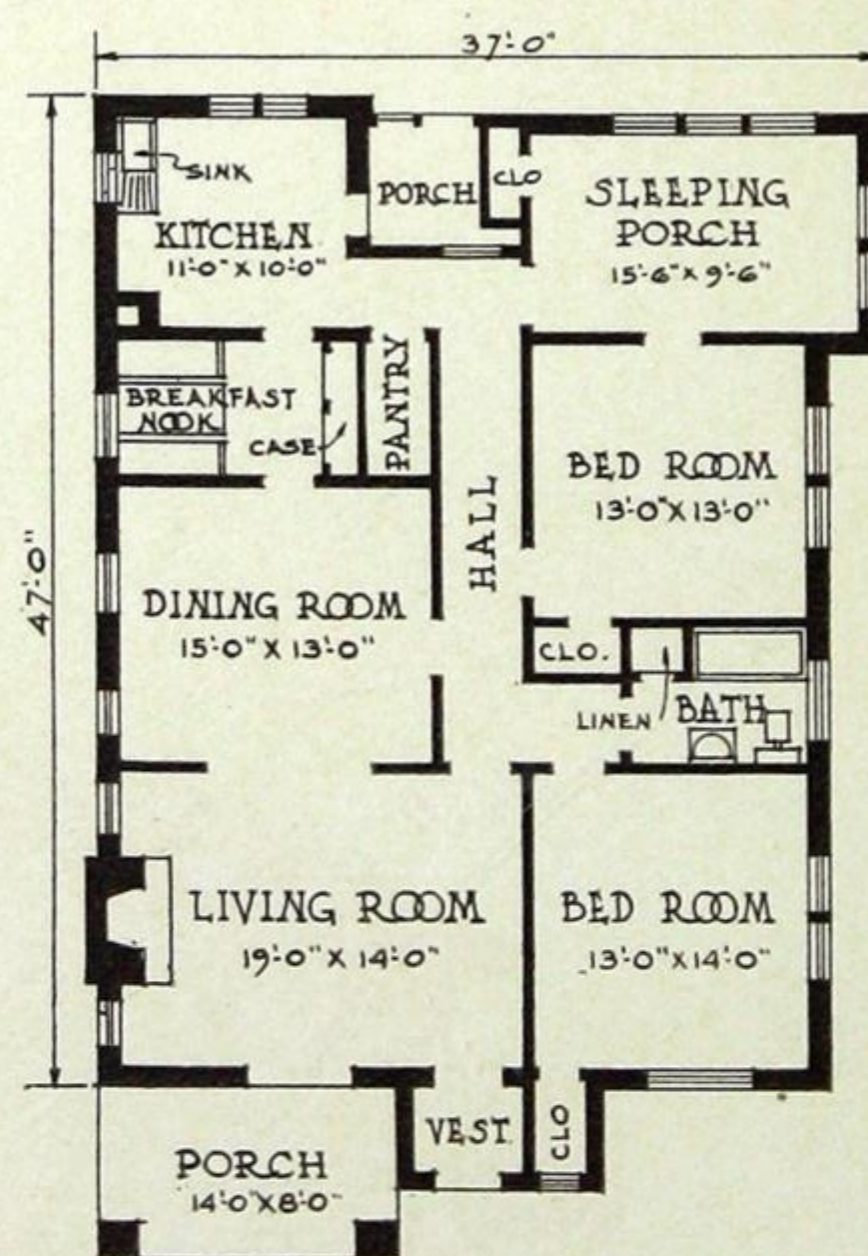
Tile and stucco home of Clyde Hunter, Birmingham, Ala., built in 1923 for \$15,000. The home was designed by J. C. Halstead, architect.



Residence of Paul Seeley, built of hollow tile and faced with brick laid in brown mortar, forming a pleasing contrast with the stucco above.



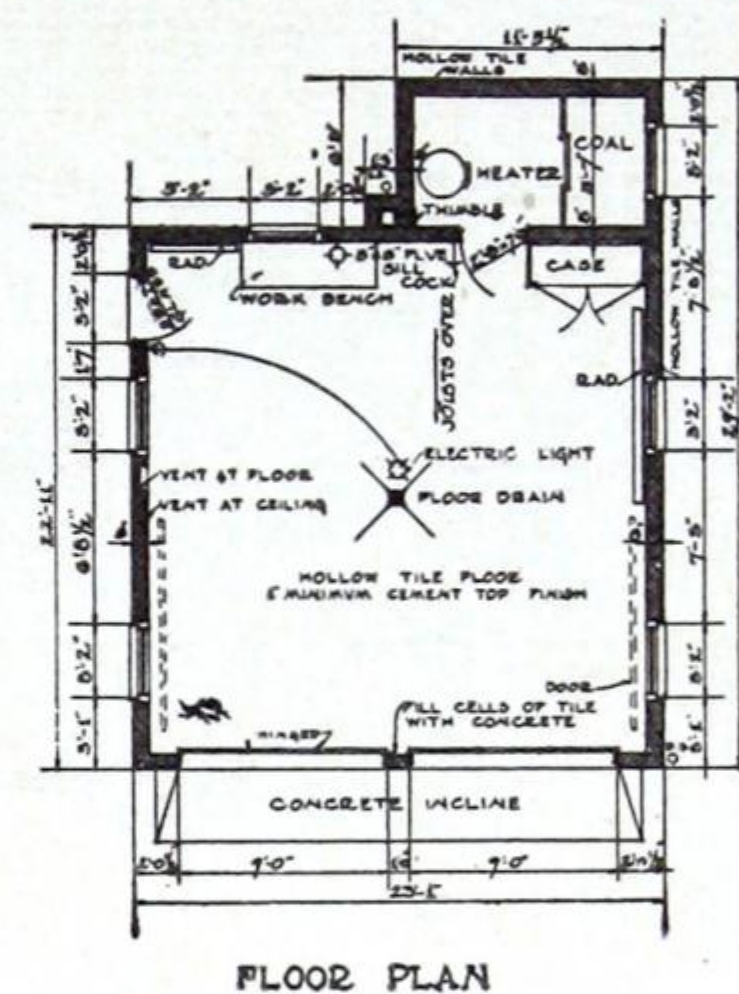
Very pleasing home erected by the Perry-Kirkpatrick Company of Dallas, Texas. This residence was built during the summer of 1922 and would cost \$7,500 to duplicate.



Floor Plan



Plan 1097



Plan 1097

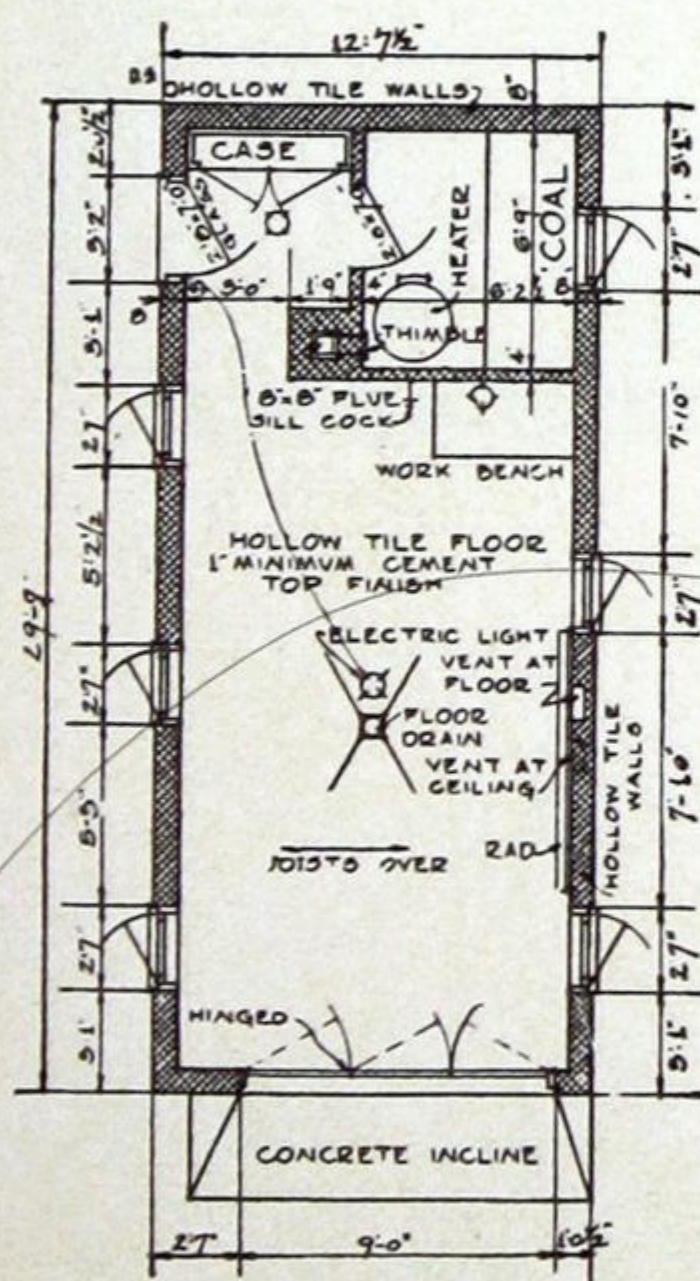
Hollow Tile Garages

Hollow building tile is equally as good a material for garages as it is for home construction, for in this use too, its many qualities make it an ideal material to house the family car.

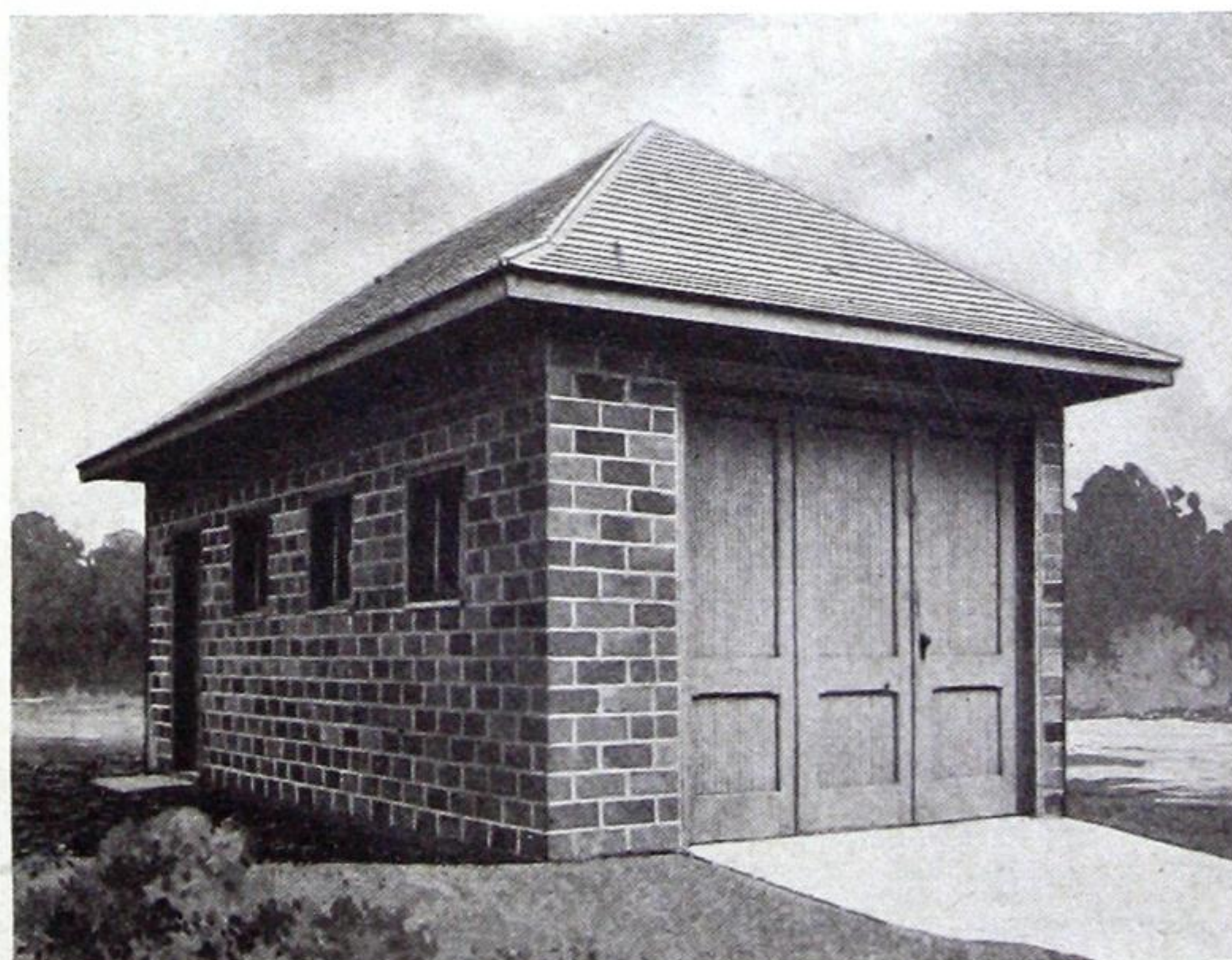
Automobile owners appreciate the fact that no longer any old building will do to protect their expensive machines, and that the motor car must be safeguarded like its owner under condition protecting its safety and health.

The paramount advantage that hollow tile gives in garage construction is the absolute protection against communicated fire and also against the disastrous effects of the weather. Naturally, its insulating value is very effective in this capacity as it retains heat and makes it a very simple matter to keep the garage comfortably warm in the coldest weather.

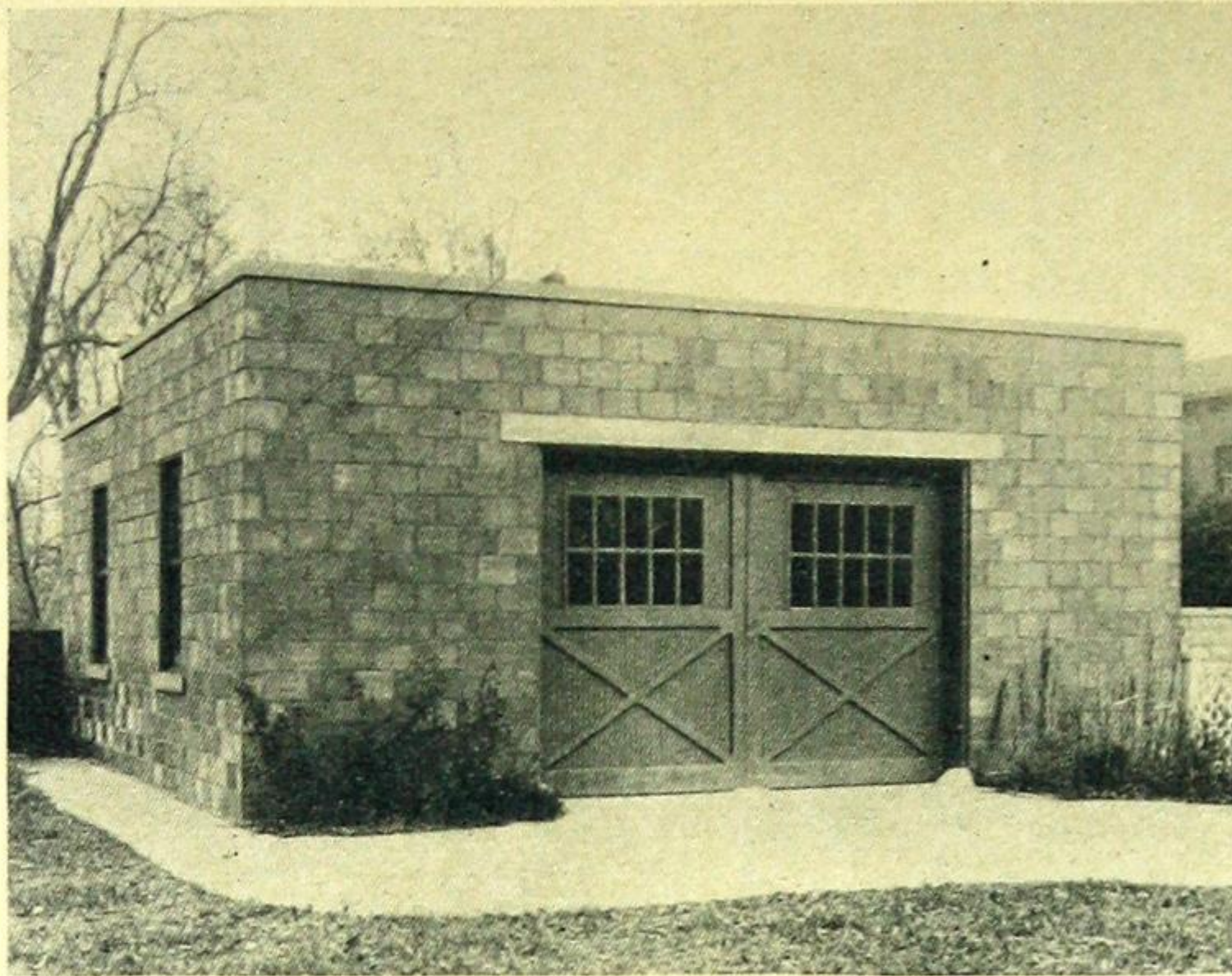
For a pleasing symmetrical appearance, the garage should correspond with the home in mat-



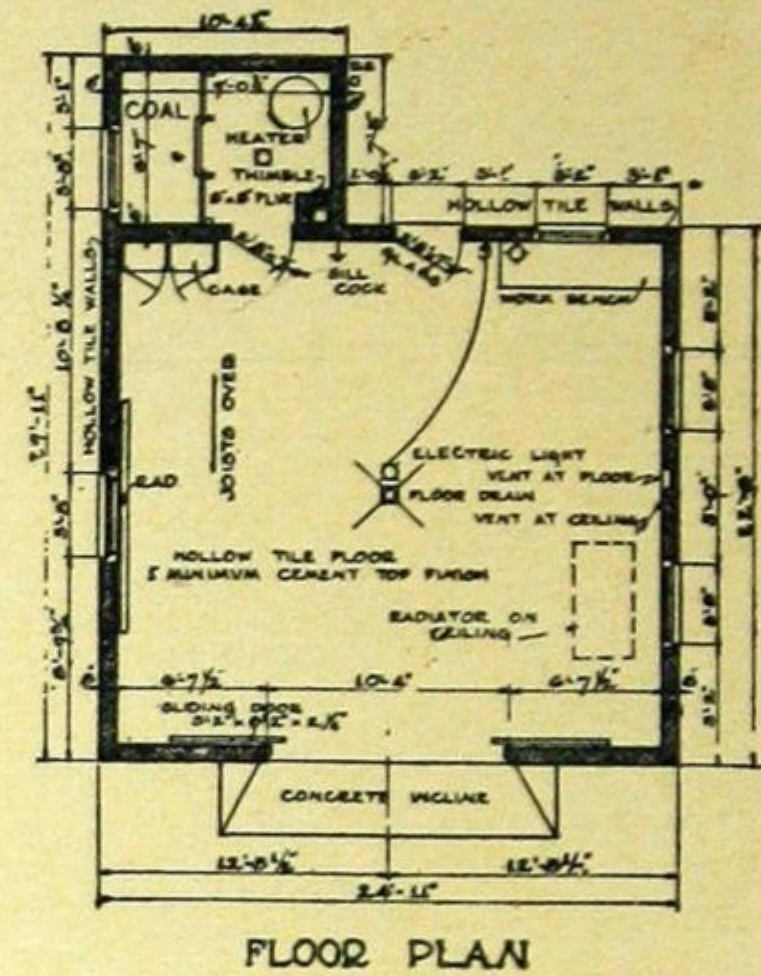
Plan 1173



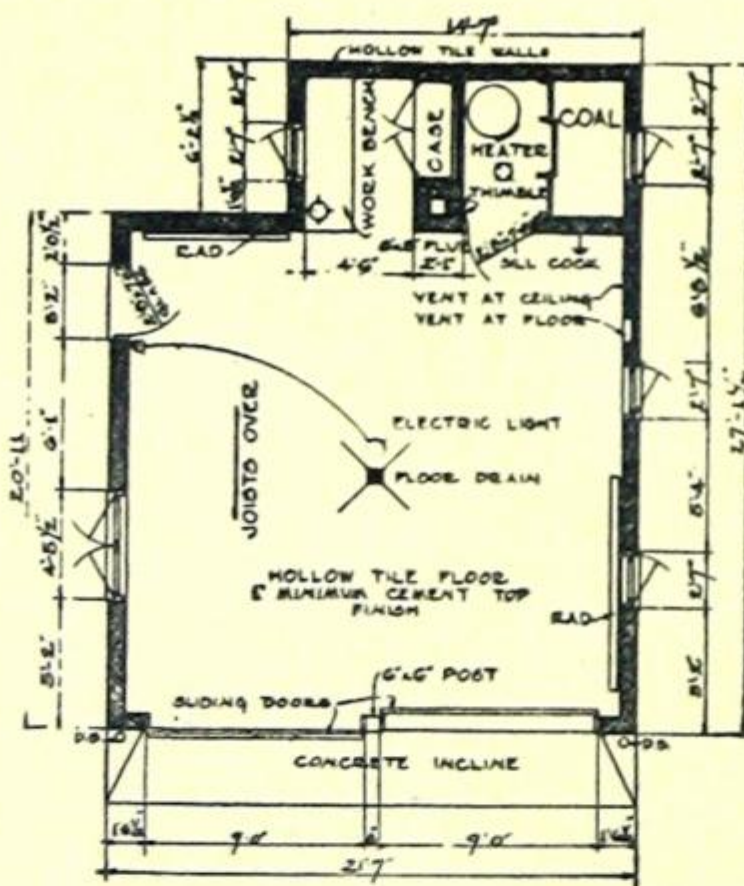
Plan 1173



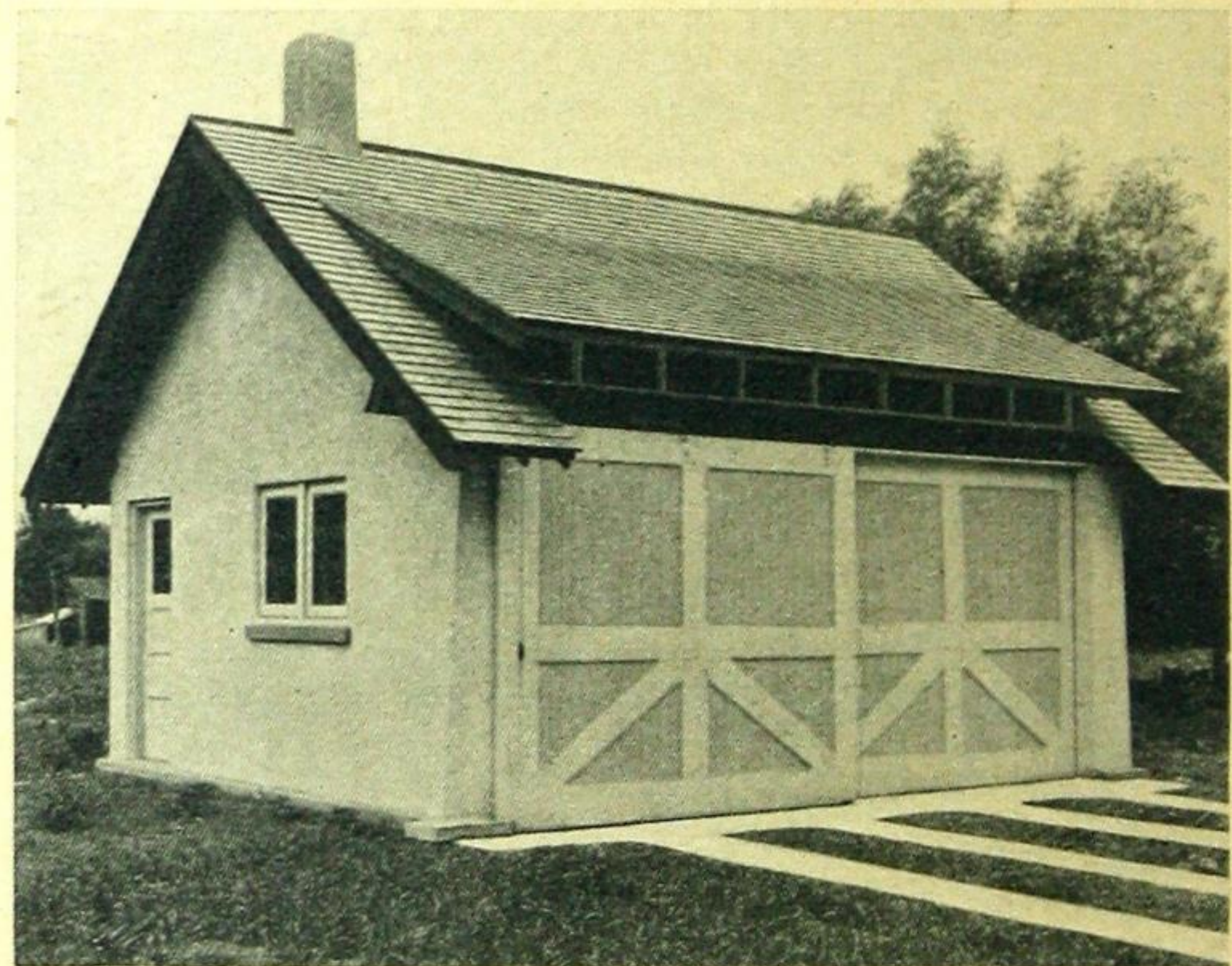
Plan 1172



Plan 1172



Plan 1177



Plan 1177

ter of construction, as nothing is more distasteful to the eye than to see the beautiful effect of a well constructed home spoiled by a flimsy, unsightly garage of cheaper construction.

Plans for the garages shown herewith may be secured at \$2.00 per set. They are designed to

give ample room and all have facilities for independent heating plants. Plenty of windows and glass area have been provided so that even on the darkest day there will be ample light in the garage to do all necessary work without using artificial light.

Texas

D'Hanis Brick and Tile Co., D'Hanis.

Utah

Ogden Pressed Brick and Tile Co., 2247
Hudson Ave., Ogden.

Washington

American Fire Brick Co., Spokane.

Wyoming

Sheridan Press Brick and Tile Co., Sheridan.

**Manufacturers of Hollow
Building Tile Supporting
Advertising Campaign**

Supervised by
THE HOLLOW BUILDING TILE ASSOCIATION
Conway Building, Chicago

Alabama

Alabama Brick and Tile Co., Decatur.
Jenkins Brick Co., Montgomery.
Vulcan Tile and Brick Co., Birmingham.

California

Gladding, McBean and Co., 660 Market
St., San Francisco.
Los Angeles Pressed Brick Co., Los Angeles.

Colorado

Longmont Brick and Tile Co., Longmont.

Georgia

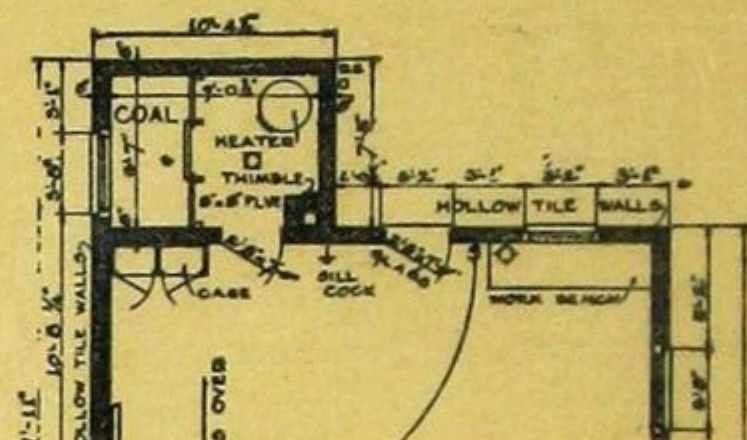
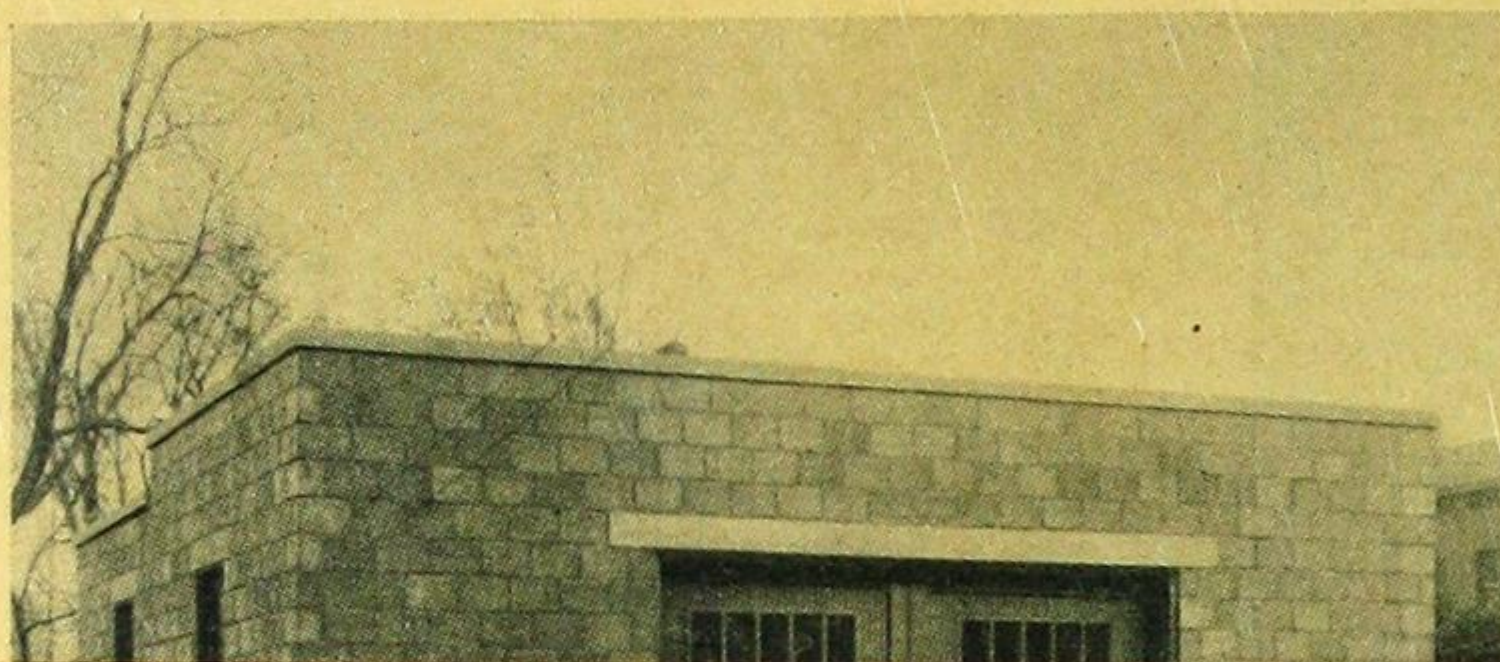
Columbus Brick and Tile Co., Columbus.

Illinois

Haeger Brick and Tile Co., Aurora.
National Fireproofing Co., 26th St., and
Shields Ave., Chicago.
White Hall Sewer Pipe and Stoneware
Co., White Hall.

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ID92-B2742



Indiana

Indiana Drain Tile Co., Brooklyn.
Portland Drain Tile Co., Portland.
Sweetser Drain Tile Co., Sweetser.
Vigo-American Clay Co., Terre Haute.

Iowa

Crystal Springs Clay Co., Kimballton.

Kentucky

Coral Ridge Clay Products Co., Louisville.

Massachusetts

National Fireproofing Co., 99 Chauncy St., Boston.

Mississippi

West Point Tile Co., West Point.

Missouri

W. S. Dickey Clay Mfg. Co., Kansas City.
Fayette Brick and Tile Co., Fayette.

New Jersey

The Anness Hollow Tile Corporation,
Woodbridge.

New York

American Clay Products Co., Inc., 175 Fifth Ave., New York.
National Fireproofing Co., Flat Iron Bldg., New York.
Troy Fireproofing Co., Troy.

Ohio

Haviland Clay Works, Haviland.
Heilman Brothers, Tiffin.
Nelsonville Brick Co., Columbus.
North Baltimore Clay Co., North Baltimore.
Ohio Fireproofing Co., Columbus.

Oklahoma

Magnolia Brick and Tile Co., Muskogee.

Oregon

Columbia Brick Works, Portland.
Standard Brick and Tile Co., Portland.

Pennsylvania

National Fireproofing Co., Land Title Bldg., Philadelphia.
National Fireproofing Co., Fulton Bldg., Pittsburgh.

Tennessee

W. S. Dickey Clay Mfg. Co., Chattanooga.

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Plans for the garages shown herewith may be secured at \$2.00 per set. They are designed to

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CCA

